Are couples falling apart?

Women are fed up with men. That's the claim by many researchers and columnists who have released their findings in hotly debated testy books with titles ranging from "The Men who Hate Women and the Women who Love Them," to the blunt "No Good Men," and the most recent, yet to be released "Women and Love, a Cultural Revolution in Progress" by Shere Hite which contains jolting statistics about women's attitudes toward their partners.

Hite reports that 95 percent of her women surveyed said they felt emotional and psychological harassment from their partners. And even more disturbing was the confession that 70 percent of women married over five years are having extramarital affairs, with 76 percent of those not feeling any guilt.

UNIVERSE OPINION

While the report merits skepticism as to whether it is representative of the entire U.S. population of women (Hite mailed 100,000 questionnaires and received only 4,500 responses. Many agree that dissatisfied people tend to respond more to these questionnaires), there is a growing trend that threatens to foster women's contempt toward men. A recent news broadcast reported a growing trend in TV commercials portraying men as inept adults totally dependent on their wise, sufficient wives.

Often, frustrated people tend to find comfort in high statistics that identify with their own feelings, thus increasing the chance of abandoning the problem rather than dealing with it.

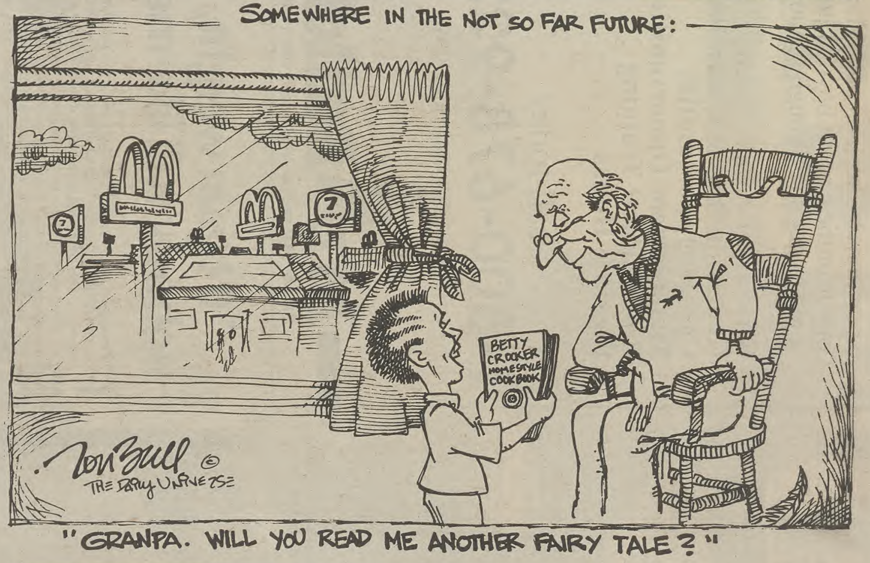
While reports may not be wholly accurate, we must admit a problem exists and work toward repairing it.

Beyond the commandment of marriage, there is an innate need in man (biological as well as spiritual) for lifelong monogamy. A Harris poll conducted this year reported that 89 percent of couples surveyed said they found satisfaction in their partners. We should be placing more emphasis on making relationships work than on how to avoid them.

The common problem prevalent in most of the research findings stems from lack of communication. Hite reports that 98 percent wished for more verbal closeness with their male partners. Communication, in a world of high-tech media, is rapidly becoming a lost art.

Traditionally, men are not as good as women at communicating intimate feelings. But it is easy to forget that men are also trying to live up to expectations of "machismo" which doesn't leave much room for a show of emotions.

Making a move toward better communication will help improve relationships and alleviate frustrations on both ends of a partnership.


SOMEWHERE IN THE NOT SO FAR FUTURE:
BETTY CROCKER HOMESTYLE COOKBOOK
Ton Bull ©
THE Daily UNIVERSE
"GRANPA. WILL YOU READ ME ANOTHER FAIRY TALE?"

LETTERS TO THE EDITOR

Minimum wage

Editor,

In an article not too long ago, your publication reported on a plot of Ted Kennedy's to raise the minimum wage.

I was saddened not to see any type of response from student or teacher.

My response is simply this: What our country needs is for Uncle Sam and Mr. T. Kennedy to get out of the business of regulating wages.

An economic axiom anent legislated wages loaded with unjustified leaven escaping Big Brother and the distinguished? Senator from Mass. is thus: An increase in wages without a corresponding increase in production simply raises the cost of everybody's living.

Please write your congressmen and request they not support Ted's bill. And if you have the guts, ask that they work toward abolishing the minimum wage.

Garry Piiparinen
Provo

Over the edge

Editor,

I'm afraid your "Thoughts from the Edge of Campus" (S. Eric Wilson, Oct. 5) was a bit over the edge this time.

The idea that we "need more Oliver Norths" who "have to go above the written law" (Fawn Hall's statement) is frightening indeed. I would not like to say anything unkind about Eric Wilson, his heart seems to be in the right place, but I do hope your readers recognize the many internal contradictions in his article and realize that he is quite wrong. If we had a few more Oliver Norths, they would not need to lie, cheat and write false letters to congressional committees. They would have the power to break the law openly and thumb their military noses at congress.

That's the style of military governments who consider themselves "above the written law."

I assume we are all grateful we do not have a military government. If there are faults in our laws, we have legal methods of correcting these faults. And there is a very great distinction between the civil disobedience of a Henry David Thoreau who sacrificed his liberty (for a time) or a Helmut Hubener who sacrificed his life to protest unjust laws, and the despicable abuse of military or governmental power by those who have given their oath to uphold the law. We must not forget the lessons taught by Robert Bolt in his masterful play on this subject, "A Man for all Seasons," and especially the lesson taught in this powerful exchange between William Roper and Sir Thomas More:

Roper: So now you'd give the Devil benefit of law!

More: Yes. What would you do? Cut a great road through the law to get after the Devil?

Roper: I'd cut down every law in England to do that!

More: Oh? And when the last law was down, and the Devil turned round on you — where would you hide, Roper, the laws all being flat?

Garold N. Davis
Dept. Germanic and
Slavic Languages

Accident prones

Editor,

I really wonder about the girl who wrote the letter complaining that no "good Samaritans" came forward to help her after she fainted in the bookstore. One of her friends fell into the snow, spraining her ankle. Then, the other friend took a tumble down the stairs at the SFLC! What's going on here? Are these three girls related or just in a new club together? It doesn't sound like the problem lies in students not helping Ms. Sorenson and her friends, but rather that she needs to take some P.E. classes to build some stamina and coordination, and then quit hanging around these accident-prone friends.

David Fife
Burlington, Vt.

Noisy tests

Editor,

After a recent visit to the testing center, I became concerned about the ability of students to concentrate while taking their tests.

I was taking an essay exam, those do require some degree of concentration, but my mind kept drifting to the constant banging noise coming from outside the building. I tried to ignore the distraction but my attempt failed. Somehow, I did manage to get through my test, but not before having to rewrite several paragraphs.

When turning in my test, I asked the attendant about the noise. He said they were giving the building a face lift. He said they had contacted everyone on campus, including President Holland, but they just wouldn't do anything about it.

There has got to be a reasonable way to solve this problem. Surely President Holland and the other university administrators can't think a face lift is more important than the ability of students to concentrate and perform well on examinations.

Marilee Scholl
Provo

The Daily Universe gladly accepts letters to the editor. All letters must be typed, double-spaced and are NOT to exceed one page. Name, social security number, local telephone number and home town must accompany all letters. The Daily Universe reserves the right to edit letters for clarity and length.

M O N D A Y
EDITION
BRIGHAM YOUNG UN
THE DAILY UNIVERSE
OCTOBER 12, 1987

Entrepreneurship

Hanging ten on the greenback express

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Cover story on p. 3

Cover by Bill Nelson

NEWS DIGEST

Iraqi war planes blitz Iranian oil targets

MANAMA, Bahrain (AP) — Iraq resumed its aerial blitz of Iranian oil targets Sunday, severely damaging a Liberian-flagged supertanker. Two crewmen were reported killed and four others missing in the attack.

An Iranian surface-to-surface missile exploded in Baghdad, the Iraqi capital, as Iran retaliated for the attack on tankers.

Two Exocet missiles from Iraqi jets crashed into the engine room of the 239,435-ton Rova, setting the ship ablaze, according to gulf-based shipping sources.

It was one of three raids announced by Iraq against tankers along the Iranian coast since Saturday morning.

Shipping sources identified one of the three targets as the Merlin, a 215,925-ton Cypriot-flag tanker under charter to Iran. An Exocet missile crashed into the ship but did not explode and damage was minor, they said. The unexploded missile was still aboard.

The identity of the third ship was not known, the sources said.

Both Baghdad and Tehran reported that a long-range Iranian missile was fired into the Iraqi capital overnight but disagreed where it hit. Iran claimed the missile struck a major military garrison, while Iraq said it landed in a residential area, killing "numerous" civilians. No figures were given.

The attack on Baghdad was the first since two of the projectiles, believed to be Soviet-designed Scud-Bs, hit the city of 4 million last Monday.

London Mayor promotes hometown

SALT LAKE CITY (AP) — London Mayor Sir David Rowe-Ham, the highest-ranking British official to visit Utah, had promotion on his mind as he arrived in Salt Lake City to help pitch a department store's display of British goods.

Amid tours and meetings with state and local officials, the Lord Mayor asked his hosts to appreciate some things about his own city, including London's preeminence as a world financial investment capital.

Mayor Palmer DePaulis welcomed Rowe-Ham and a clutch of officials from London and the British consulate in Los Angeles to Salt Lake City Saturday.

DePaulis invited Rowe-Ham to visit because London officials have advised the city on planning, urban design problems and insurance matters in the last few years. About half the city's insurance is written by Lloyd's of London.

During his stay, Rowe-Ham is scheduled to attend a formal dinner with Gov. Norm Bangerter, meet with the First Presidency of The Church of Jesus Christ of Latter-day Saints. His entourage is scheduled to leave Tuesday.

Burma plane crash kills all 49 aboard

RANGOON, Burma (AP) — A Burma Airways plane caught fire and crashed about 20 miles short of a popular tourist town in central Burma Sunday, killing all 49 people aboard, including 14 Americans, the government said.

The official News Agency of Burma said 36 foreigners, nine Burmese passengers and four crewmen were aboard. It was the airline's second disaster in less than four months.

The agency said twin-turboprop Fokker Friendship 27 "caught fire in midair" and crashed southeast of its destination of Pagan, a town whose ancient Buddhist temples attract many foreign tourists.

The brief announcement did not give the cause of the crash. The agency said besides the Americans, seven Swiss citizens, five Britons, four Australians, three West Germans, two French citizens and one Thai died.

The crash came one day after diplomatic sources reported increased police protection of the U.S. Embassy in Rangoon because of reports that an anti-American terrorist group had entered Burma.

Officials would not speculate on possible links between crash and terrorists.

Third party could hurt GOP, Moody says

SALT LAKE CITY (AP) — State Republican Chairman Craig Moody says it would be a mistake if tax protestors formed a third political party from which to launch candidates who support their call for a tax initiative.

Whatever disagreement the dissidents have, relief should be sought within the Republican Party, Moody told the state convention of the Utah Federation of Republican Women Saturday.

Moody said an exodus of protestors from the GOP could only lead to the probable loss of up to five legislative seats to the Democratic Party.

A citizen petition drive aimed at putting a tax limitation initiative on the 1988 general election ballot proposes a rollback of all taxes increased by the 1987 Legislature and a ceiling on property taxes levied by local governments and school districts.

Greg Beesley, a leader of the movement has suggested that tax-limitation supporters could politicize aims by forming a third party for gubernatorial and legislative candidates.

Jackson scorns rumors of womanizing

WINTERSET, Iowa (AP) — Democratic presidential hopeful Jesse Jackson on Sunday dismissed "professional guessers" who doubt the viability of his campaign and rejected speculation that his personal life is about to come under attack.

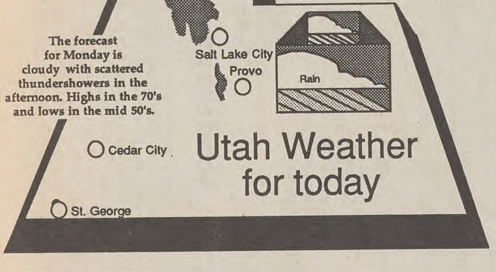
"I sense victory," he insisted.

On Jackson's second day as a formal candidate, the Des Moines Sunday Register reported that his campaign was being dogged "by reports that newspapers are about to break stories portraying him as a womanizer."

In an interview with The Associated Press, Jackson dismissed those rumors.

"You stay your course and not dignify that which is irrelevant or not essential," Jackson said. "If you confront it and dignify it, you give it meaning. Experience will teach you that people do not judge you on the home run you hit one day or the error you make the other day, they judge you by your cumulative score.

"For the most part, people judge politicians about like they judge themselves — as human beings."



The forecast for Monday is cloudy with scattered thundershowers in the afternoon. Highs in the 70's and lows in the mid 50's.

Utah Weather for today

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Provo, Utah 84602

News
(801) 378-2957
Advertising
(801) 378-4591

Subscription: $25 per year

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The Daily Universe is an official publication of Brigham Young University and is produced as a cooperative enterprise of students and faculty. It is published as a laboratory newspaper by the Department of Communications under the direction of an editorial director and with the counsel of a policy advisory board.

The Daily Universe is published Monday through Friday during the fall and winter semesters except during vacation and examination periods. The Universe is published Tuesdays, Wednesdays and Thursdays during spring and summer terms.

Opinions expressed do not necessarily reflect the views of the student body, faculty, university administration or board of trustees of The Church of Jesus Christ of Latter-day Saints.

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Inspirational thought of the day:

"... it is not requisite that a man should run faster than he has strength. And again, it is expedient that he should be diligent ..."

—Mosiah 4:27

Pres. Benson to speak

Ezra Taft Benson, president of The Church of Jesus Christ of Latter-day Saints, will speak Tuesday, Oct. 13, at the BYU Devotional assembly.

President Benson will speak at 11 a.m. in the Marriott Center. Overflow seating will be available in the de Jong Concert Hall of the Harris Fine Arts Center, where the proceedings will be broadcast live.

President Benson became the 13th president of the LDS Church on Nov. 10, 1985, following the death of President Spencer W. Kimball.

A member the Council of the Twelve Apostles since 1943, President Benson received a bachelor's degree with honors from BYU, a master's degree from the University of Iowa, and an honorary Doctor of Public Service degree from BYU in 1955. He was serving as U.S. Secretary of Agriculture under President Dwight Eisenhower.

In 1975, the Ezra Taft Benson Agriculture and Food Institute was organized at BYU to help improve the quality of life in the developing countries of Central and South America.

He and his wife, Flora Amussen, have six children.

The speech will also be broadcast live on KBYU — TV and on KBYU — FM. It will be rebroadcast Oct. 18 at 6 a.m., 11 a.m. and 5 p.m. and on radio at 9 p.m.

Bureau of Reclamation may alter CUP operation

SALT LAKE CITY (AP) — Operation plans for the Central Utah Project, one of the largest water projects still under construction in the West, could be dramatically altered due to major policy changes in the Bureau of Reclamation.

Clifford I. Barrett, director of the bureau's Upper Colorado Region, said the changes propose transferring titles of federally-owned projects to private or municipal entities and subdividing lake-front properties to private developers to raise cash for public recreation facilities.

Both of those changes mark radical departures from reclamation policy established during the agency's 85-year history.

Most of the bureau's major projects are completed, and the agency is planning to shift its expertise from water project construction to water resource management, while shifting financial responsibility and liability for existing and new projects away from the federal government.

The CUP has been under construction for more than 20 years. Two dams, Jordanelle and Upper Stillwater, are the bureau's biggest construction projects within the CUP, which is scheduled for completion in 1995.

The Upper Stillwater northwest of Duchesne is almost complete and will begin filling next spring. Construction on Jordanelle, the largest single feature of the CUP's Bonneville Unit, began this year.

President Reagan's budget initially earmarked $134 million for CUP construction.

A final appropriation bill has not yet cleared Congress, but indications are that the CUP will get $14 million less, Barrett said.

"We're going to have a very, very tight year. There will be very few contract awards," he said.

Aside from getting the Bonneville Unit finished, the Upper Colorado regional office is taking on some additional responsibilities because it is absorbing territory in New Mexico from another region that is being dissolved.

The change in regional boundaries was part of a restructuring program announced last week by the bureau.

"We may have to increase our staff a little bit, but the whole theory is to reduce the bureau's total overhead burden," Barrett said. "When you do that, it benefits all of the projects."

Some cost-cutting measures may have a significant impact on how the CUP looks when the system is finished, compared to what was envisioned when the first design work was done in the early 1960s.

To date, the federal government or a state agency has retained control of an area of land surrounding reclamation reservoirs.

But in the future, some of that land may be sold to private developers and subdivided to help offset the cost of building public recreation facilities that usually accompany the construction of a large reservoir.

Some existing power generating facilities, such as the one at Deer Creek Reservoir, could be sold to private power companies.

The bureau is also promoting federal-nonfederal partnerships that would allow private entities to build hydroelectric generating stations on federal projects.

Year yields losses for Reagan

WASHINGTON (AP) — The likely rejection of Robert Bork as President Reagan's nominee for the Supreme Court marks the low ebb in Reagan's worst year yet on Capitol Hill, and lawmakers say the president has responded to defeats by growing even more confrontational.

The White House apparently has concluded that, having lost control of the Senate in the 1986 elections, it is better to make a stand on principles and go down in martyrdom than to seek compromise from a weakened position.

"They are following a scorched-earth policy," said Senate Majority Leader Robert Byrd, D-W.Va. "Veto, threaten veto, vote no, filibuster, stall, delay. It's a no-win policy."

The year has yielded a string of losses for the administration, growing ever more visible. The year began badly when Reagan vetoed two major spending measures, the clean water bill and a highway authorization act. Both vetoes were overridden.

Later, Reagan sought to make budget reform a top domestic policy priority. But while campaigning for reform, congressional Republicans complained, the president was sitting out the real budget fight going on in Congress.

The result was that Reagan was forced to sign a renewal of the Gramm-Rudman deficit-reduction law last month in which he had little say.

Added to those failures has been the Iran-Contra hearings, disputes over more aid to the Contras and the sale of Maverick missiles to Saudi Arabia, and the Bork nomination, which some Republicans said wasn't pushed hard enough.

"I don't think they used the tools of the trade in a way to be successful," said Sen. Charles Grassley, R-Iowa. "If they had done half as much as the left did, he would have been approved."

But more than a White House failure, the Bork vote illustrates a new partisanship on a Capitol Hill where both houses are under Democratic control, said Sen. Orrin Hatch, R-Utah.

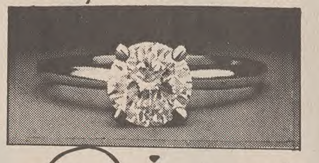
"There is a desire to defeat the president on everything up here," he said. "I think they (at the White House) are being conciliatory with Congress. But there are some things you just have to stand up and fight on."

Other Republicans, however, say Reagan has consciously chosen not to cooperate.

"I've never seen things as bad as they are now as far as relations with Congress," said Rep. William Broomfield, R-Mich.

Others say the president — while he is unlikely to regain the influence he had after his landslide elections in 1981 and 1984 — still is capable of wielding power on the Hill.

"I'm not sure all of this bespeaks a decline in the presidency," said House Majority Leader Thomas Foley, D-Wash.



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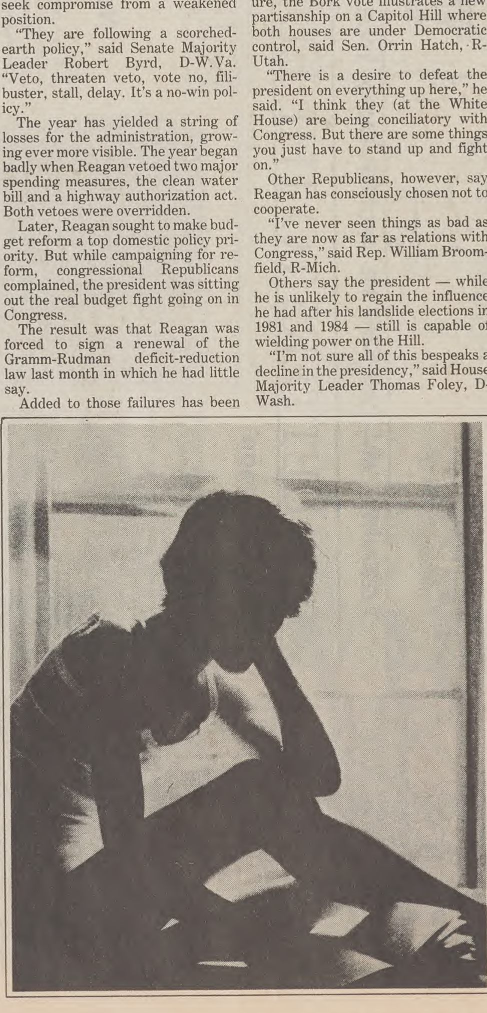

"If I gain weight, nobody will like me."

For teenagers and young women, the pressure to stay thin can
overwhelming. For some, the fear of gaining weight becomes
obsession. This obsession is an eating disorder. If she eats v
little, it's called *anorexia*. If she eats enormous amounts of food
then makes herself vomit, it's called *bulimia*. Both are life-threaten
disorders that require immediate and specialized medical attent

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Entrepreneurship

Making good on the American dream

By **LANE WILLIAMS**
Senior Reporter

The Ginza, Tokyo's most elite shopping district, sparkles.

At night thousands stroll under its lights, finding out what the town has to offer. Kabuki theater. Sushi bars. The great department stores, Takashimaya and Mitsukoshi. Mrs. Fields Cookies.

graphy by Peggy Jellinghausen

Mrs. Fields Cookies?

Not only does this successful company, which has its corporate headquarters in Park City, sit in downtown Tokyo, but also in Hong Kong, Australia and England, said LeAnne Mason, manager of Mrs. Fields Cookies in Orem's University Mall.

This is just one example of a Utah company making good on the American dream.

WordPerfect Corporation in Orem, Nature's Sunshine in Spanish Fork and Magleby's Muffins in Orem all show what a good idea and plenty of hard work can accomplish.

Mason said that by year's end, Mrs. Fields cookies will have about 500 stores in the chain. About 100 of those are new this year.

She said the store's founder, Debbie Fields, always dreamed of success. "She does not believe in failure, absolutely not."

Fields enjoyed making cookies and giving them to others. "It made people happy," Mason said. "That made her feel good."

Fields started her business in 1977 in Palo Alto, Calif. Mason said Fields' husband Randy did not think she could make a go of it, but he supported her anyway.

She at least doubled the first goal he set for the business, Mason said, and since that time, the company has always had positive monetary results. Randy has since become one of the company's presidents.

Magleby's Muffins, a second example of an expanding treat business, has expanded from one small store in near the center of University Mall to include franchises in Phoenix, Las Vegas, Denver, El Paso, Texas, and Orlando, Fla., according to Lenora Parkinson, one of the owners.

She said Convenient Food Mart, the third largest convenience food chain after 7-11 and Circle K, has bought her recipes and sells them as "World's Greatest Muffins" in five stores in Chicago and will put them in 100 stores in Cleveland before the end of the year.

If this shows success, the company plans to integrate it throughout its entire chain.

The muffin store is a spin-off from Magleby's Restaurant in Provo. Initially, it was in Provo's Cottontree Square, and when they sold it to Apple Butter Farms, people still requested Magleby's muffins, Parkinson said.

Alan Ashton, a co-founder of WordPerfect Corporation in Orem, said in an article in Business Week magazine that the reason he started the company was "to supplement my income so I could feed my large family."

He had asked the other co-founder, Bruce Bastian, to help him develop a word processing program for International Business Machines' Personal Computer.

Bastian was leader of the BYU Cougar Band and wanted to develop a computer program that would show the band's movement. He approached Ashton, a computer science professor who had an interest in music, about the project.

Ashton encouraged Bastian to receive a master's degree in computer science and use the project for his thesis. Bastian impressed Ashton with the finished product, and a fruitful partnership began.

The company blossomed into a firm whose sales have been literally doubling every year.

In 1986, just seven years after their first sale, total sales exceeded $52 million, which is up from about $1 million in 1982.

A fourth company, Nature's Sunshine, found a niche in selling herbs. The Spanish Fork company celebrates its 15th anniversary with record sales.

The company puts herbs in capsules, and its success pushed it onto Forbes' magazine list of the top-10, up-and-coming companies in the United States during 1984, said a company secretary.

"It all started on a kitchen table," she said. One of the company's founders Eugene Hughes had suffered from ulcers, but was helped, he felt, by using herbs.

His wife, Kristine, came up with the idea to put the herbs in capsules and sell them as a family fund raiser.

The secretary, who asked that her name not appear in print because she is not an official company spokeswoman, emphasized the company does not market herbs as drugs, but as food products. Company executives had left the office Friday afternoon and were unavailable for comment.

She said sales in 1987 are expected to be about $35 million. In September, distributors reported record sales for any one-month period.

The company has subsidiaries in Australia, New Zealand, Canada and Japan, and exports to others, she said.

They have 200 employees and about 2,000 active distributors, she added.

"There seems to be a certain common denominator in the successes," said C. Robert Kallas, University Mall manager.

He said success in retailing comes down to having the right product at the right place at the right time. Those who aren't successful aren't because they do not do research into costs and necessary profits. "Most people hadn't even sat down and figured that out," he said.

Another reason is people aren't willing to put in the work, he said.

They think its a job that doesn't require much effort and time. "Believe me, it's not," Kallas said. "It's a 24-hour-a-day job."

Parkinson said, "It's hard work." Quality is the key, she explained. Each of her muffins has a different recipe and the company does everything from peeling apples to baking. "People are tired of fast food."

Ashton said in an interview earlier this year about their success, "I think it's the very high quality of the product and the high concern that WordPerfect has for its users."

Mason agreed. She said Fields is also committed to quality. She has been known to visit one of her franchises and throw away as much as $1,000 worth of product if it does not meet her standards.

She said the company will not sell cookies longer than two hours after they're baked. The extras, Mason said, sometimes get donated to BYU blood drives.

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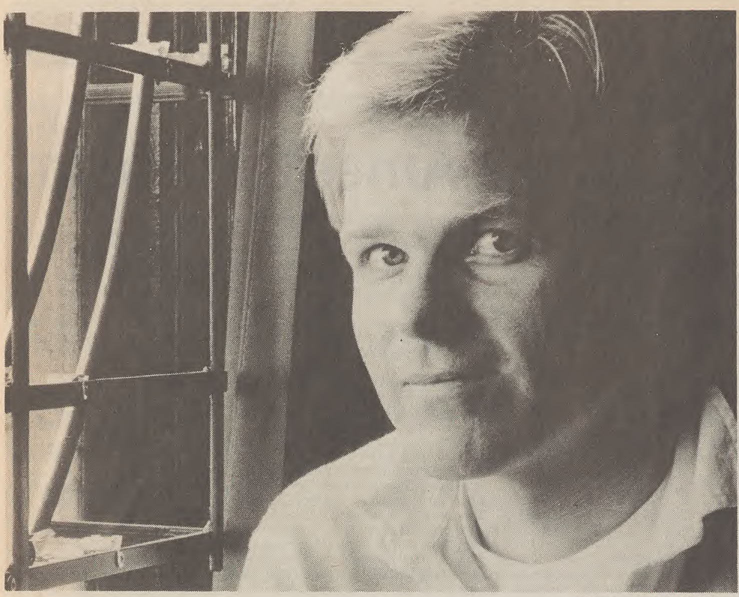

Universe photo by Bill Nelson

Paul Ahlstrom, sitting at a table in his Backstage Cafe, talks about lemonade, reverse osmosis and the drive behind his entrepreneurial success.

Entrepreneurship profile

Why does he do things in a big way?

Ahlstrom talks about success

By KENDRA KASL
Lifestyle Editor

Paul Ahlstrom is a diseased man.

Just ask him.

He says his penchant for doing things in a big way is a disease, something he can't get over. And, considering his past successes, he has no reason to search for a cure.

I talked to Ahlstrom inside The Backstage Cafe, a student night club in Provo and his latest project. The floors are wooden, the ceiling is high, and the lights were dim in the late afternoon. We talked about some of his projects before Backstage.

"I had the killer lemonade stand," he said. "It was high tech. We spent $36.50 making it and I think we grossed $7." He laughed, dimly remembering the failure. Since then, all his business attempts have been successful.

Ahlstrom attributes his successes to several factors. One is his background. "Ever since I was little, we didn't have the option of getting a job in my family. It was always, 'What kind of business are you going to start?" His mother owns a wedding catering service, and his father is an independent financial planner. Ahlstrom thinks he inherited his disease from his mother.

Another contributor to his success is something else he learned from his mother. "Growing up, my mom taught my little brother. She said, 'Jason, you have no partners. ... Your sister is not your partner. The girl next door is not your partner. You have no partners.' My mom has been telling me that ever since I was a little kid. Never listened to her. I should've. I was stupid."

After several failed partnerships, Ahlstrom now says he knows better. "Partnerships are a mess," he declared, almost as a vow, "so right now I don't have a partner." He is a person who is sure of his own abilities. Partners tend to cloud his vision. "I don't know. Maybe it's me, but a partnership ... I don't know. The problem is two chiefs."

At Backstage it is obvious who is the chief. That afternoon there were volunteers at the club preparing for a birthday party for Ahlstrom's girlfriend. People were hesitant to make a decision without Ahlstrom's approval. Someone is pounding on the door. No one will answer it until Ahlstrom says, "There's someone at the door."

There is a problem with a restroom drain. Ahlstrom gives directions twice about how to check it. There are two different kinds of tablecloths for the party. Only Ahlstrom can decide which to use. There are roses for the tables. Ahlstrom reminds the girl exactly how they should be put in the vases. Maybe this is because it's his girlfriend's birthday party, so I ask him if it's easy for him to relinquish responsibility to other people. Maybe that's another symptom of the disease.

He hesitates. "No ... I don't know. It's hard working with college students. I'm not a good boss. Anyone will tell you that." Right now he has two managers working at Backstage, but he does most of the overseeing. "Even if someone else is managing, I usually stay on to make sure things are OK. And I'm learning. I've made a lot of mistakes, I mean a lot."

Ahlstrom's "bad" management isn't hurting the Backstage's success, however. The nightclub opened in January 1987 and Ahlstrom predicts he will break even by this April. He opened the nightclub for much less than the average $350,000 because he bought the place previously called the Back Alley Bistro.

Originally, the Backstage was planned for Sil's Ivy Tower, where Ahlstrom managed a dance club. "We did well. We did very well," he said, referring to the dance club. "It was comparable to what Plastique and The Palace are doing."

Internal problems at Sil's ended both the dance club and the plans for the Backstage. "He (Sil) didn't understand all the underground work, the word of mouth, the building of the prestige of the place, the atmosphere, the little attention to detail that went into the place. I quit in September. They tried doing it (the dance club) without me for two or three weeks after and it did zero. I don't know exactly why," Ahlstrom said. He said he thought maybe it had something to do with Plastique opening, but since they had successfully competed with Plastique before he left, he wasn't sure.

Actually, I think he was sure. Ahlstrom is not cocky or arrogant, but he knows he is good and he knows he can make things work. It must be because of his disease. When he was 17, he bought a pool maintenance and supply business. Before that he managed a successful landscape architecture and lawn-maintenance business. Once back from his mission, he got involved in a reverse osmosis water purification system, which was also successful. "I made great money, but I was bored stiff," he said.

Because he was so bored, Ahlstrom left his steady income and came to BYU. "Education is what it's all about," he said. "If you're not learning you're stagnant." Sometimes school is hard though. "In school it's very confining. If I think about something I have to do it." It's the disease again.

The Backstage is the current product of Ahlstrom's disease, and, like every project except for the lemonade stand, he knew it would work. "I had a very strong feeling about it. It's the same feeling when I started the pure water business in California. This is a strong need. With Sil's I said, 'This is good. This is really gonna work.' It's like a gut feeling. I don't mean to be corny or anything, but you just have a good feeling about it."

Ahlstrom said if he hadn't had the gut feeling about Backstage, he wouldn't have wasted his time. "Even if the numbers pointed to that it'll be a success, if I don't feel good and I'm not excited about it, it will not work because I won't put my time into it."

This is the most important thing to Ahlstrom — enjoying what he does. For him, money is not the end, although it is a nice benefit along the way.

"It's so easy to make money. I know it's a silly thing to say, but I honestly feel there are so many ways to make money that if you don't enjoy what you're doing — if you're not happy — you're not going to be good at it. If I enjoy what I do, I'll do well at it."

There is no question in Ahlstrom's mind that he will be successful and that he'll enjoy it. The disease strikes again.

Entrepreneuring is on the rise

By CLAIN UDY
Universe Staff Writer

The dean of the school of management said big businesses are decreasing in number and entrepreneuring is on the rise.

Paul Thompson, dean of the School of Management, said the change from big business to smaller entrepreneurship will be the key to new innovations which will play a major role in helping the United States compete with countries like Japan and Korea.

Thompson said small company entrepreneurs are more willing to take risks in innovating and developing new products than larger corporations.

He also said entreprenuers do not miss out on as many innovative opportunities. His explanation is that entrepreneuring companies can move faster on new innovations because they do not have to work through the various levels of management that large companies do.

In the book *Innovations and Entrepreneurship*, Peter Druker explains that the United States has been through the ages of agriculture, industry, manufacturing and information, Thompson said.

We are now in the age of entrepreneurship, he said.

"What's happening is that people are losing their jobs with Exxon and Bank of America and are going out and starting their own businesses," said Thompson.

In 1986, there were 500,000 fewer jobs in the Fortune 500 Club (the largest businesses in the country) and 80 percent of all businesses in the nation had under 100 employees.

Thompson said there are other reasons why today's businessman is turning to entrepreneurship.

One explanation for the switch is that this generation grew up in an affluent period of time. He said people are willing to try new things in order to accomplish the higher financial goals and continue to live more comfortably.

"The people that are now 30 years old were born in 1957, and they were raised in a time of affluence where people were not dealing with a depression mentality," Thompson said.

"There are people who were born in the 1920's and 1930's that lived through the depression and security was a very important issue."

According to Thompson another reason people are becoming entrepreneurs is that they see their friends and neighbors doing it and realize that if these other people can do it, they can do it also.

He said another factor that helps people decide between big busniness and entrepreneurship is the fact that a lot of big business is beset with taxation and regulation.

Thompson said the most fundamental and important aspect of being a successful entrepreneur is the ability to come up with a functional, fresh concept.

Many people who want to start a new business are distraught over the fact that they cannot find financial backing. Thompson said when he talks to banking executives and financial capitalists, they say there is more money than there is good ideas.

Another important element for success according to Thompson is a business plan. He pointed out that a lot of people are reluctant to develop a business plan because they are either to busy, or they simply do not know how.

"There are people around the community that have a great technical idea and innovation ... but they do not have a good grasp of finance or marketing or accounting," Thompson said. In many cases these ideas could have worked had there been more planning involved in the business end of it.

He said when starting business, the person should consider his own interests, the location and the partners he will be working with.

Thompson said there are quite a few returned missionaries from foreign countries that develop a plan to market goods from that country. He said most of the time the expenses end up being more than the returned missionary expected.

He said the majority of entrepreneuring is done in the fields of real estate, computer software, financial services, marketing programs and international marketing programs.

Entrepreneurship

Club looks for better mousetra

By KEVIN CHASE
Universe Staff Writer

The 1950s brought us rock 'n roll. The 1960s brought the peace movement. The 1970s — disco. Enter the 1980s and the age of the entrepreneur.

Even BYU was unable to escape the yuppie invasion. The BYU School of Management Council now lists the Association of College Entrepreneurs among the other clubs in its sponsorship.

This entrepreneur club is in its second year at BYU and now has 25 members, according to club president Steve Theobald. According to Theobald, 25, of Rochester, N.Y. most members are business majors, but a business background is not an eligibility requirement.

"We have a pretty good representation of interests. Anyone who is willing to turn a buck would be interested," he said. "Especially people who aren't too excited about a future in the corporate field.

"When I get my degree, I'm going to put it on the shelf," said Theobald. He said that ACE is designed to give students knowledge and experience beyond what they are offered by the university curriculum. "The school provides lectures and speakers, but listening only goes so far. You've got to go beyond that," he said.

According to Theobald, his chapter of ACE hopes to provide its members with exposure to other entrepreneurs and establish Provo as a regional center for entrepreneurship.

Is the "yuppie" destined to the same fate as poodle skirts, love beads and Sonny and Cher? Theobald says no.

Some of the hysteria surrounding the yuppie lifestyle may die out, but the entrepreneur will still be around, he said. According to Theobold, "There will always be a new idea, a better mousetrap or a niche to fill."

According to Theobald 80 to 90 percent of the members of ACE at BYU have been involved in some sort of personal business venture. Some have been successful. Some have not.

Theobald said he would like to unite all of the members of ACE at BYU in a practical business venture. He said his concerns about the venture failing are secondary to his concern that students get some practical, hands-on experience.

"Entrepreneurs are different than accountants or mechanical engineers. When entrepreneurs do something, they do it in a big way," said Theobald. "Entrepreneurs are a breed apart. We enjoy the good life, but we're willing to make sacrifices."

One of the sacrifices an entrepreneur must be willing to make is the risk of failure, according to Theobald. Ninety-five percent of businesses fail, he said. Starting a business is risky, but it's the only way people can know if entrepreneurism is for them, said Theobald.

Thompson agreed that small entrepreneuring companies are much more willing to take risks tha large corporations. Even We Dictionary defines an entrep as one willing to take risks.

Theobald said that finding fi backing for a project is equally i tant and often more difficult.

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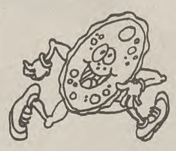

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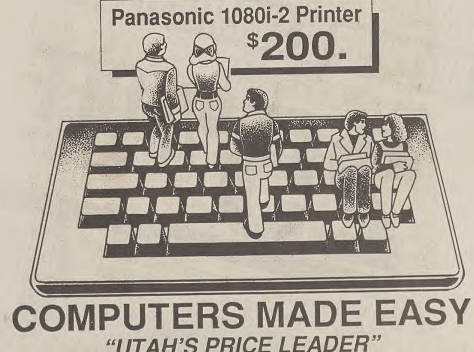

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RI JENKS
, Monday Editor

ace-age, cotton candy vending e, acoustical ceiling cleaning s, glass etching and engraving s, financial and legal services, ice machines, printing presses ni-TVs — entrepreneurs from the country gathered at the 'our Own Business Show" held Lake City Saturday and Sun-

epreneurship in the 80s has ed beyond the water softner ulation business to provide an or the infinite imaginations of ising people. However, many imaginations have been dis- by a high percentage of fail-

a 95 percent failure rate in isiness ventures, what moti- hese entrepreneurs to tackle emingly insurmountable odds? res these people into what has the business venture of the

primary reasons are indepen- said Mike Connor, part owner arketing and manufacturing Vancouver, British Columbia. ve the ability to control your tiny.

ou're working from eight to u're never going to get rich. ght make a lot of money, but never going to get rich," he

r's firm, Target Interna- oldings Ltd., sells everything ported gifts and toys, vending nt, cosmetics, houseboats bbie the Robot," the first cot- ly vending machine with per-

"This is a business that people want to go into to make money," said Robbie's promoter, Ed Leipzig, sales manager of Target International. "People buy cigarette machines to make money. They buy cotton candy machines to make money," he said. "They place them locationally, and they make money."

"Anywhere we think there's a corner for us in these marketings, we sell it," said Connor, whose been in business since 1974. Conner owned a construction company for 10 years and also a laundromat and dry cleaning service.

In 1981, he sold all his business operations in Alberta, Canada and moved to the West Coast. After working two years for other people, Connor started back in business for himself. "There's no rewards working for other people," he said. "You'll never score big. You'll never make that big deal."

"I've never been involved in a company that failed ... yet," he said.

Yet, the risk for small business failure is there all the time, said Connor, whose firm specializes in start-up companies. From the marketing point of view, start-up business failure rate is extremely high.

The success ratio is about one out of 1,000 in most businesses, said Larry King of L & D Distributors based in Okmulgee, Okla.

"If you're looking at franchises, for every successful one, there's about 999 losers," he said. "But it doesn't mean you can't make money. There's room out here for good products and good services if you can design a program that will fit the people's needs," he said.

King's Glass Etcher System units haven't had a failure since inception 10 months ago. "I hope we never have one," he said.

There are currently 22 units in the United States. "Our investment factor is relatively small, although I dare say there's an attrition rate in anything. People get tired of something, and they give it up."

Most new companies suffer the worst from tunnel vision and shortages in cash flow, according to Connor. "Narrowing their scope down to where they're not going to be successful because they're concentrated on one particular thing," he said. "And if that thing fails, they fail."

"That's the reason you see we have such a scope of different product lines. And it's risky, extremely risky, and extremely tough to control, and extremely expensive to get started.

"So far it's working for us."

The trouble with a lot of franchise programs, according to King, is that in most of those situations, people don't have experience, and they lack adequate capital. They depend on the parent company to provide the necessary supports, training and guidance.

In many instances, the parent companies don't have the ability and can't provide the money, and they fail, he said. Consequently, a lot of their franchisees fail.

A lot of companies won't make it through the first year, said Connor. "Our first year was tough, real tough. We worked 12 to 14 hours a day, seven days a week. Sometimes eight days a week.'

"There's no rest, there's nobody to stand behind you. You're on your own. And if you don't make it work, it's not going to happen.

The primary criteria that most people use in starting their own business is if they have the money, they start a business, said King. But that creates a high failure rate as opposed to success, he said. Other criteria should be used when starting a new business.

If they don't have the ability, or the necessary back-up capital, there's a failure possibility, King said. Their own initiative is also a big factor.

"You can lead a horse to water, but you can't make it drink. You can give them the tracks to run on, give them the products and the ideas, but if they don't do it, if they're lazy, or for whatever purpose, they fail," he said.

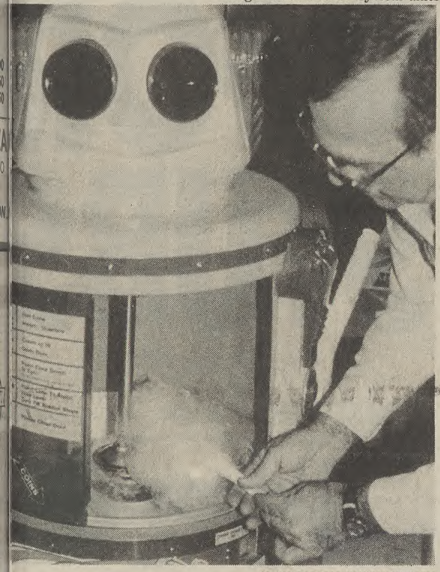
"Just like anybody that gets into any investment, some people expect things faster than others," said Randy Driscoll from Moline, Ill., who represents A.I.M.M. Marketing, a photo glazing and brochure distributing firm. "If it's not up to their expectations, it's a 100 percent loss at the end of the year," he said.

For the average person, the end result probably isn't worth all the effort put in to begin with, said Connor. Some people can't handle that kind of pressure and don't succeed. His firm had to buy out a partner who couldn't handle the pressure, he said.

Connor and his associates made an initial decision that they weren't interested in being a small company. They would take whatever risk they came across to make it a large company, he said.

"We went in with the philosophy that we're either going to go very broke or make a lot of money," said Connor. "There's nothing in the mid-

See **FAILURE** on page 11 ...



Universe photo by Cindy Williams

zig demonstrates "Robbie the Robot," a space-age, cotton vending machine, at the Own Your Own Business Show in t Palace in Salt Lake City.

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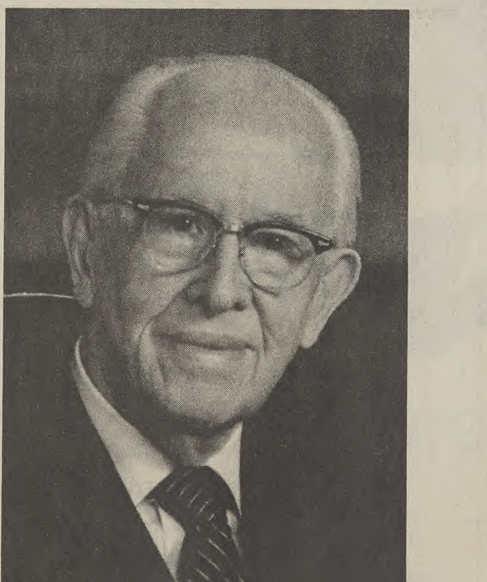

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Life in my oyster

first person by Bill Nelson

Something for nothing

During an avaricious phase in my pre-paycheck life, I would do just about anything for a quick buck. This something-for-nothing attitude nearly cost me my mind.

"Come see the man they call RAVEEN."

That's what the poster said, introducing this Raveen guy as the foremost stage hypnotist in the world. He's amazing. He's funny. He's in the Elko Convention Center Saturday night.

But is he worth a $15 ticket? That was my question.

Normally not one to part with my hard-earned simoleons, I had to be coerced by my friends, who had some peculiar fascination with people making fools out of themselves. Little did I know, and much to my later chagrin, I would oblige their Gong Show interests, certainly more than expected, and unfortunately far more than they could have ever hoped for.

So I went to the show, somewhat hesitantly at first, until I recognized a legitimate money-making scheme. The oportunity seemed innocent enough. Low risk. Notoriety. And most importantly, a chance for a fist full of greenbacks in exchange for a minimal obligation set in not-so-arduous terms: "Hey, Bill, go up on stage and see if this guy is for real. We'll all throw in a couple bucks, and you just have to go under."

I piloted the Hovercraft over Mars and positioned the monitors over a nudist colony in one of the more liberal quadrants.

"Focus the screen," I commanded my crew. As captain of the ship, I would not tolerate insubordination.

"Focus!" I insisted. Everyone's eyes were fixed on a huge screen filled with blurred images of solarized beauties hopping and bopping during some bizarre form of intergalactic volleyball.

Then the man they call Raveen snapped his fingers across my glazed eyes, and I fell limp in my chair.

I had been hypnotized. My noodles had been manipulated by subliminal music and the deep, resonant voice of Raveen. I walked up on stage as a skeptic, and now, a victim of a cruel irony, I leaped across the stage, waving an invisible hat, tapping an invisible cane, duped under the hypnotic strings of the master puppeteer. He told me I was Fred Astaire. And I believed him.

Just my luck. An insatiable lust after something for nothing had sent me mindlessly spinning through the solar system and dancing across stage on Broadway. My nothing had become something, and my something, about eight dollars and some change, dropped even closer to nothing as I swam across the stage floor, hypnotically disguised as the Pacific Ocean. Gasping for air, I breast stroked over the waves during a life-or-death rescue of my similarly hypnotized partner.

"Save her. She needs you. She needs mouth-to-mouth resuscitation," Raveen said smoothly, waving his arm like a game show hostess displaying a blender.

"Save her! Save her!" my friends screamed through their laughter. And I saved her. I resuscitated until her feet swelled.

All this for enough money to maybe buy the new Abba album. However, after a night of Astaire, I would probably leave disco forever.

But even more devastating, especially for someone on stage solely for the money, was the hypnotically forgotten consideration of the initial Raveen expense. I had forked out $15 for the mind-boggling evening of entertainment. Now, my mind was being boggled, and worst of all, I was paying for it.

Then everything crashed. Raveen snapped his fingers. My eyes slowly opened, and vision returned like a dense shadow that rushed over the audience until focus jarred my consciousness. Disoriented from the ordeal, I wobbled on my numb legs, shook my noggin and stared at this strange audience, this huge mass of unfamiliar faces bobbing in hysteria.

I stood center-stage, a dozen multi-colored clown ties around my neck. Guided in my trance, I had apparently wandered through the audience, searching for a lost necktie. Then at a certain comical peak, Raveen would beckon me back up stage and adorn me with one of the ridiculous sartorial accessories. This was repeated until the audience was blue in the face and sore in the stomach.

And now red in the face and sore in the head, I dragged my feet off stage, searching for someone to recognize me. The hypnotic spin of events had altered my memory. Why was I here? And more importantly, who was I looking for?

And fading in the background, I heard Raveen's voice reminding me of the post-hypnotic gifts he had granted me while under his power.

"Remember," he stressed, "In appreciation for your cooperation, I give you the power, if you are physically able, that you can wake up at any hour you wish."

And if that wasn't enough to repay an evening of humiliation, Raveen also verbally granted a second gift. "You will never fear the dentist again."

I visited the dentist shortly after Raveen. I slept through my original appointment. And when I finally reached the chair, and the assistant cinched the spit bib around my neck, and the doctor raced the gears in his drill, I cringed in my britches, closed my eyes and drifted off to a dark void in my memory where fantasy became reality for a night.

Raiders split business

BUSINESS NEWS

"Corporate Raider T. Boone Pickens has raised a hostile bid of $4.5 billion in his take over attempt," The Wall Street Journal reported. Raiders? Take overs? Hostility?

The layman Journal reader may envision swashbuckling pirates plundering precious booty from meek and helpless corporate America.

Although these buzzwords are not as fearsome as they may sound, the business world is definitely split in their regard of America's new fearless financiers.

Corporate raiders like T. Boone Pickens, Donald Trump, and Sir James Goldsmith are quick to disassociate themselves with their given media title. The title, they claim, grossly misrepresents the nature of their business. Their many supporters agree.

A corporate raider is an entrepreneur of sorts who keeps a keen eye out for a stumbling corporation where the management has lost credibility and effectiveness.

A corporation in this condition, coupled with falling stock prices, is a sitting duck for a take over. With steely nerves and make-my-day confidence, raiders seize upon such opportunities by pulling off heavily-leveraged stock buyouts.

Once they acquire the floundering corporation, they give it a managerial face lift. The fat is cut, the operation streamlined, and theoretically the industry is upgraded because of the new competition.

In their eyes, the raiders are performing a valuable and much-needed service. However, few experts view them in such a virtuous light.

Extremists uphold the opinion that raiders are heartless money-grabbing exploiters who have no reservations about blind siding a corporation in its moment of weakness, the only result being untold wealth for the raiders, and crumbled careers for the former employees of that corporation.

"Corporate Raiders are like sharks," remarked Christian Bendixson of Arthur Young. "They love to attack when there's blood in the water."

In addition, critics cite other undesirable side effects. In order to finance these massive buy outs, raiders rely heavily on the sale of below-investment-grade (junk) bonds.

These bonds, which have recently flooded the market, are high-risk but promise a handsome return. The volume and inherent danger of such bonds make them a menace to the bond market.

Furthermore, critics cite the rise of "greenmail" as another corporate-raiding evil. Greenmail is a term coined to describe the money a raider might be offered for his stock by a corporation targeted for takeover.

This buy back is considered by some, a form of payoff, insuring that the raider will not take over the corporation.

Moderate analysts see corporate raiding as a useful check on sloppy business, but also recognize the hazards.

In defense of his craft, T. Boone Pickens maintains that any American has the inalienable right to take over any corporation he desires, if he has the financial means and the end result is "for the betterment of the stockholders."

Unfortunately the stockholders are not always better off. The raider, however, usually walks away with his pockets well stuffed.

It is possible, however, that the reason for their bad rap is a simple case of sour grapes. They see an opportunity and instead of heading for the country club, they head to the boardroom.

They may never attain the American Hero status that some top executives enjoy, but they are definitely the "shakers and movers" of our time.

James W. Wright

Big ego, pride make success

By VINCENT ARRAYA
Universe Staff Writer

The day Ray Kroc opened the first McDonald's restaurant in Chicago in 1955, marked the beginning of a new business empire and the change of America's eating habits.

At the time of his death in 1984, the total worth of Kroc's restaurants was more than $8 billion and his personal fortune exceeded over $500 million.

In 1954, Kroc learned that Maurice and Richard McDonald, owners of a fast food emporium in San Bernadino, Calif., were having success selling hamburgers and milkshakes. He met the McDonald brothers and opened franchise outlets similar to those of the McDonalds for a small profit.

In 1961 Kroc bought the McDonalds out.

It was Kroc's personality and his desire to excel and achieve that made McDonald's a success.

"To be an entrepreneur you have to have a large ego, enormous pride and ability to inspire others to follow your lead," Kroc said in a Los Angeles Times article.

"For somebody who's good with people, we'd rather get a salesman than an accountant or even a chef," he said.

The list of franchise holders that Kroc selected, according to the article, includes a member of the House of Representatives, a professional golfer, dentists, lawyers, advertisers and a former Secretary of Labor.

Today McDonald's has more than 7,500 outlets in the United States and in 31 other countries and territories. Seventy-five percent of those are run by franchise-holders.

Kroc poured hundreds of millions of dollars into advertising to make McDonald's a household name.

"Consumers were so preconditioned by McDonald's advertising blanket that the hamburger would taste good even if they left the meat out," said the head of another fast food chain in 1978 in a New York Times article.

Kroc selected the personnel to maintain his restaurants and stressed quality, cleanliness and fast service. To keep production costs down and prices low, Kroc used teen-age, part-time help.

Kroc was also responsible for creating McDonald's Hamburger University in Elk Grove, Ill., where franchise owners and general managers learn to become proficient in restaurant operations.

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"BLOOD ON THE WATER: THE UNITED STATES AND THE IRAN-IRAQ WAR"

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Arnold H. Green
"EGYPT SINCE SADAT'S ASSASSINATION: CHEAP OIL, ISLAMIC MILITANTS, AND HUMOR"

THURSDAY

Donna Lee Bowen
"THE LEBANESE SPIRAL OF VIOLENCE"

2:00 P.M.

TUESDAY

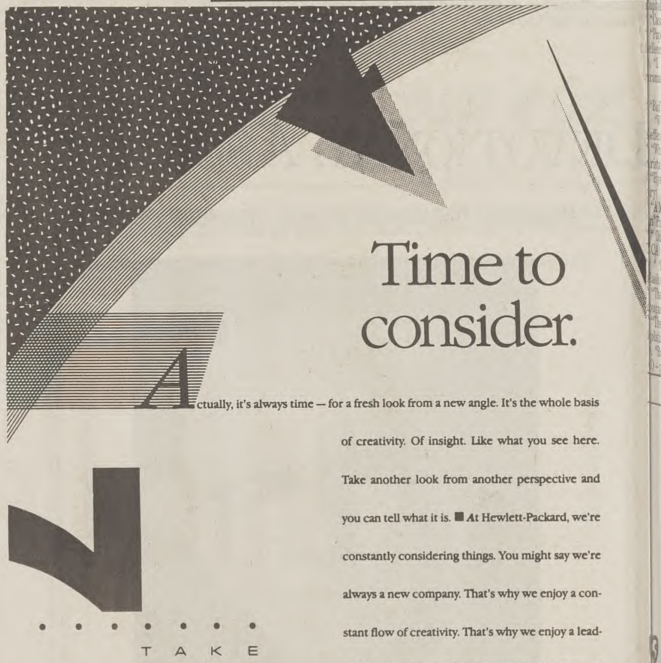
Harris Lenowitz
"MAJOR ISSUES IN CONTEMPORARY ISRAEL"

WEDNESDAY

Daniel C. Peterson
"THE SHIITES: WHO ARE THEY AND WHAT DO THEY WANT?"

THURSDAY

David C. Montgomery
"SOVIET MOVES IN THE MIDDLE EAST: IS THE PAST THE FUTURE?"



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LIFESTYLE

Concertos feature music students

Photo courtesy of BYU Public Communications

…n BYU music majors will performWednes… …n the de Jong Concert Hall. From left: Cindy Child, Chris Smith, Rosanne Pitt, Mark Watkins, Nancy Larson, Gu-Yian-Yi, Suzanne Ostler.

…ARI L. SMITH
…erse Staff Writer

…ven outstanding BYU musicians …e featured in "An Evening of …ertos" and will be accompanied … BYU Philharmonic Orchestra, …esday, in the de Jong Concert …HFAC, at 7:30 p.m.

…e musicians are all winners of the …erto Competition which was held …winter semester. The annual …etition involves students from …ntire music department and is …orized according to the different …uments played, said Dr. Clyn …s, conductor of the BYU Phil…onic.

…e quality of performers is ex…ely high," said Barrus, "it would …fficult to match this quality at …ther university in the country — …are very fine performers."

Four musicians from each category were picked in the preliminaries and then the top seven were chosen by prominent musicians in the community and BYU music professors, said Barrus.

Performing Copland's Clarinet Concerto will be Cindy Baird Child, a senior majoring in music education, from St. Paul, Minn. Child, who has played the clarinet for 11 years, has been a member of the BYU Philharmonic for the past three years. She said, "The piece I've choosen to play is a 20th century classical jazz idiom and a good show piece for the clarinet because it shows its full range."

"It will be a wonderful evening of different instruments and composers," said Nancy Larson, a graduate student in piano performance from Sun Valley, Calif., who will perform Chopin's Concerto No. 1 in E minor.

"I fell in love with it (the concerto) before I even learned it," she said.

Suzanne Ostler, a graduate student in music performance from Salt Lake will be performing the first movement of Walton's Viola Concerto.

She started playing the violin in elementary school and continued to play for 12 years. She switched to the viola after coming to BYU. "There are a lot of beautiful viola pieces that deserve to be performed but are not heard very often," she added. "Walton's concerto is a beautiful piece that is very emotional and romantic," she said.

Gu Qian-Yi, a native of China, also plays the viola. Before coming to BYU he graduated from the Conservatory of Music in China where he was an assistant music teacher. He has played the violin since he was six and the viola for the last ten years.

Three years ago the BYU Chamber Orchestra visited China and Gu Qian-Yi was so impressed with the people that he decided to come to BYU to further his musical career. "Since I've been here I've improved so much," he said.

He will be performing the second movement of Walton's Viola Concerto. It is his first performance with the BYU Philharmonic.

Chris Smith, a sophomore from Provo, majoring in bassoon performance, will be playing Mozart's Bassoon Concerto. "Being a soloist is a whole different ball game," said Smith. "You get a different feeling with the attention all on you and it is such a unique experience playing alone than in the orchestra."

He has played with the BYU Philharmonic for two years and has also played in the Chamber Orchestra and the Wind Symphony. "I'd much rather show someone how well I've played than to tell them," he said.

Mark Watkins, a senior from Gallup, N.M., majoring in music performance, will play the alto saxophone in Ibert's "Sonata de Camera."

According to Watkins, "It is one of the most technically difficult pieces ever written for a saxophone."

"It is rare to hear such a high caliber piece of classical saxophone," he said.

Watkins, who also plays in the performing group Synthesis, practices six to eight hours a day with hopes of teaching at a university or entering the studio world.

Finally, Rosanne Pitt, will perform Howard Hanson's "Serenade" on the flute.

The co-sponsor of the evening is Phi Kappa Lambda, the National Music Honorary Society. Dr. Glenn Williams, coordinator of instrumental studies at BYU, is the president of BYU's chapter, Beta Chi, which has been on campus since 1969.

"The purpose of the group is dedicated to continuance of music in the university," said Williams, "and is made up of a selection of outstanding juniors, seniors and graduate students who have demonstrated superior achievement."

…ost in Emotion' …ops singles chart

HOT SINGLES

…'Lost in Emotion" Lisa Lisa & …t Jam (Columbia)
…U Got the Look" Prince (Pais…Park)
…'Carrie" Europe (Epic)
…'Bad" Michael Jackson (Epic)
…"Causing a Commotion" Ma…na (Sire)
…Here I Go Again" Whitesnake …ffen)
…'Who Will You Run To" Heart …pitol)
…'Casanova" Levert (Atlantic)
…'Paper In Fire" John Cougar …llencamp (Mercury)
…"I Heard a Rumor" Bana…ama (London)

TOP LP'S

…Bad" Michael Jackson (Epic)
…"Whitesnake" Whitesnake …ffen) -- platinum
…'Whitney" Whitney Houston …ista) -- platinum
…Hysteria" Def Leppard (Mer…y)
…'A Momentary Lapse of Rea…" Pink Floyd (Columbia)
…'Dirty Dancing' Soundtrack" …CA)
…" 'La Bamba' Soundtrack" …ash)
…'The Lonesome Jubilee" John …ugar Mellencamp
…'The Joshua Tree" U2 (Island) …latinum
…"Bad Animals" Heart (Capi… -- platinum

Hotline for birders gives latest sightings

CHARLOTTE, N.C. (AP) — First there were suicide hotlines and drug hotlines. Now there's a hotline for birders.

"I knew it was a service that was needed," said Bob Odear, who gave up his executive salary with a major textile manufacturer nearly three years ago to follow his dreams — and a few rare birds.

For $25 a year, Odear's company in High Point, aptly named Bob-O-Link Inc., offers subscribers the latest tips on rare bird sightings. Birders call from all over the United States and Canada to listen to the tape-recorded messages.

Odear came up with the idea after years of frustration as a lifelong birder.

"Birding had always relied on an old boy network," he said. "They kept each other informed. But I never found out about the good stuff until they (birds) were already gone. Or if I got there, it turned out not to be what was advertised."

So Odear quit his job and started a phone-in service that would provide subscribers with up-to-the-minute information on verified sightings of about 250 species of birds that are rare to the North American continent.

Callers to the "North American Rare Bird Alert" get a detailed description of the latest bird sightings in the United States and Canada. The callers even get the directions to the exact spot where the birds were found.

On a typical day in early August, a birder could learn that a red-billed tropical bird had been sighted on Martha's Vineyard in Massachusetts, a terek sandpiper was seen near Victoria, British Columbia, a black-backed wagtail was found in Southern California, and a male and female curlew sandpiper were spotted on Ocracoke Island, N.C.

"We've got 375 spotters situated around the United States and Canada who know what they're doing," Odear said.

Reputation means everything in birding, which is not to be confused to birdwatching. "Birding is much more active," Odear said. "Birders don't go out and watch a bird for an hour."

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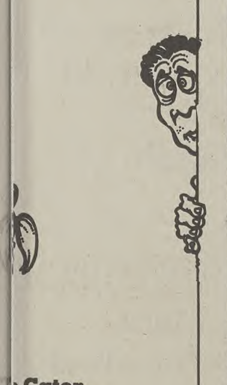

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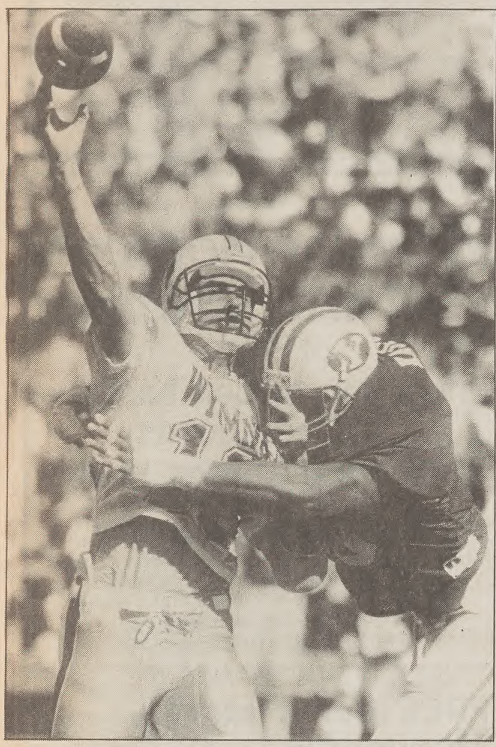
Third quarter costs Cougars



Universe photo by Stuart Johnson

BYU defensive tackle Steve Kaufusi puts the squeeze on Wyoming quarterback Craig Burnett in Saturday's game.

By ERIC GOODELL
Asst. Sports Editor

It looked like a great football game for Cougar fans at halftime in the BYU-Wyoming contest Saturday.

The Cougars were up 14-0 and had pretty much dominated the Cowboys in the first half.

Unfortunately for BYU, it still had to play two more quarters.

The roof fell in on the Cougars in the third quarter as the Cowboys scored 22 straight points, and scored another touchdown early in the fourth, making the score 29-14.

"That third quarter was like a nightmare; 29 unanswered points. I've never seen that happen to us before," said BYU Head Coach LaVell Edwards. "They got it going, and I think we came unglued a little bit."

The 29 points were all Wyoming needed as they stopped BYU's desperate attempt to come back and won 29-27.

At the end of the game, it became apparent that Cougar mistakes in the first half played a large part in BYU's loss.

BYU showed they could move the ball on Wyoming in the first quarter. On its second possession, BYU marched the ball from their 20-yard line and had a first and goal at Wyoming's six. After running back Mike Salido carried the ball to the two and an incomplete pass by quarterback Bob Jensen, it was third and goal at the two.

The next play had Jensen on a quarterback sneak. Many people in the stadium assumed it was a touchdown but it was not signaled by the referees. The same play was called for fourth down. Once again it looked like Jensen might have gotten in, but no such signal was given by the officials.

Wyoming took over the ball at the one.

"In the first half I was concerned that we had the scoring opportunities and didn't capitalize on them. Down on the one goal line drive, Bob thought he was in the first time, on the third-down play," said Edwards.

BYU also had two passes intercepted in the first half, one when the Cougars were on the Cowboy 21-yard line. "That took us out of at least a good field goal range. It would have made all the difference in the world to have had a score there," Edwards said.

Despite the problems, BYU put the ball in the endzone twice in the first half. The first touchdown came on a 16-yard pass from Jensen, who threw for 391 yards on 26-48-3 passing, to wide receiver Chuck Cutler and the other one on a 2-yard strike to David Miles, coming with only 10 seconds left in the half.

Wyoming, on the other hand, had offensive difficulties throughout most of the first half. Cowboy quarterback Craig Burnett was off the mark in the first half, and Wyoming receivers had a hard time catching the ball.

"We weren't clicking offensively. Craig was off and we just weren't effective," said Wyoming Coach Paul Roach. "We told them at half the first half was BYU's half, the second one was ours. We told them to settle down and stick together."

Wyoming also decided to stick with eight plays in an attempt to make its offense more effective. "We felt we were trying to do too much," said Roach. Apparently Roach's halftime pep talk worked, as the Cowboys scored four straight touchdowns in the second half.

In the third quarter Wyoming executed much better than in the first half. Burnett looked sharper and the Cowboy's defense stopped BYU attempts to move the ball.

A key play occurred in the PAT attempt after Wyoming's third touchdown. Shawn Williams, the Cowboy placement holder, received a low snap from center. He decided to abandon the attempt for one point, ran to his right and threw a pass to DeWaine Jones for a 22-14 Cowboy lead.

As it turned out, if the conversion would have failed, it easily could have cost Wyoming the game.

After Wyoming scored again on a 30-yard pass play with 11:26 to go in the fourth quarter, it appeared Wyoming was in control of the contest, but momentum quickly turned in BYU's favor.

On the Cougars' next possession, they drove 77 yards for a touchdown, making the score 21-29. After three plays and a punt by the Cowboys, BYU put the ball in the end zone again.

It was crunch time for the Cougars, who needed a two-point conversion to tie the score. On the play, Jensen was hurried by linebacker Scott Hanser, and his pass fell incomplete. The score stayed 27-29.

BYU still had a chance to win the contest when it took over the ball on its 25-yard line with 2:46 remaining in the game. The Cougars gained another first down when Cutler made a leaping catch at the 47-yard line.

BYU was unable to gain another yard, however, and on the critical fourth-down play, a Jensen pass fell incomplete to Cutler. The play was controversial in that it appeared the Wyoming defender might have interfered with the BYU receiver.

"I thought it was (pass interference), but it's hard to say," said Cutler.

Wyoming then ran the clock out.

The Cowboys, 3-0 in conference play, now have the inside track to the WAC crown. They have beaten both Air Force and BYU and would have to lose twice for either the Falcons or Cougars to overtake them.

While BYU, 3-3 overall and 1-1 in the WAC, appears to be an underdog for the conference championship, there is one thing on the team member's minds. "We just have to win all the rest of our games," said cornerback Rodney Rice.

Rice and safety Rodney Thomas, who have been injured the past few weeks but started against the Cowboys, said it felt good to be playing once again. "I just wish I could have come back on a sweeter note," said Thomas.

Punters Pat Thompson of BYU and Tom Kilpatrick of Wyoming were impressive in the game. Thompson averaged 51.5 yards on six punts and Kilpatrick, who is fourth in the nation in punting, averaged 51.3 yards on seven kicks.

A record 65,921 people attended the game, breaking the previous best set just last week against Utah State.

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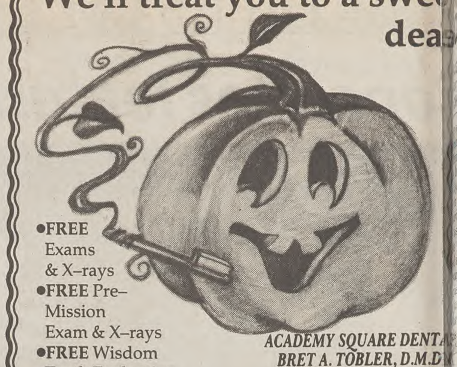

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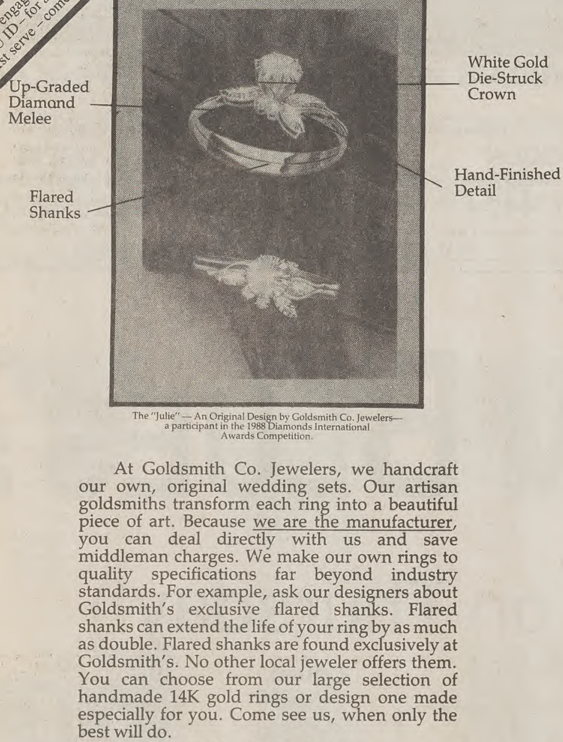

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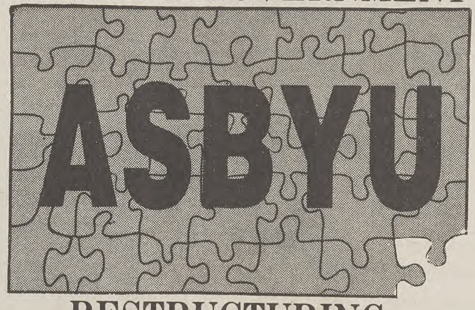

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TOPIC: Service Branch

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DATE	TIME	PLACE	TOPIC
Thurs. Oct. 15	11:00 am-1:00 pm	376 ELWC	Service Branch
Wed. Oct. 21	5:30 pm-7:30 pm	321 ELWC	Advisory Branch
Thurs. Oct. 22	11:00 am-1:00 pm	376 ELWC	Advisory Branch
Wed. Oct. 28	5:30 pm-7:30 pm	321 ELWC	Executive Branch
Thurs. Oct. 29	11:00 am-1:00 pm	376 ELWC	Executive Branch

acific overcomes ougars in tourney

UZANNE GIBBS
verse Sports Writer
CHRIS RAMSDEN

er a long week in California, the ranked BYU Women's Volley-Team finished second in the A Invitational after being de-l by top-ranked University of ic in the finals held in Los Ange-turday night.

loss of 15-9, 15-13, and 15-6, he second time the Cougars ed a game to Pacific in the past ys and prevented them from re-ng as Invitational champions.

e just didn't play as well as we l have," said Head Coach Elaine elis. "They're a good team but ould have done better against ."

ore the final match, Michaelis tated the keys to winning were trol service errors and to shut Pacific's All-American Teri Mc-. Post-game stats found the ars with 10 service errors and ath as the MVP of the tourna-.

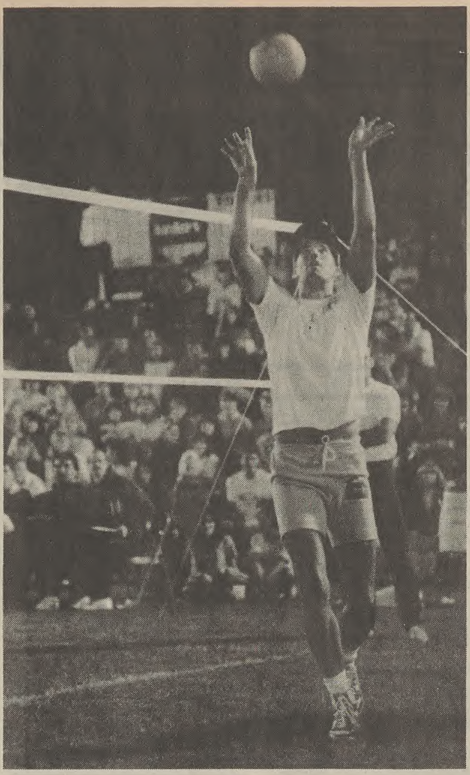
o Cougars, junior middle er Dylann Duncan, who ended the Pacific match with 21 kills, and senior setter Maikki Salmi, gained spots on the All-Tournament team.

After a slow start, BYU also gained a key win this week by defeating fifth-ranked UCLA 5-15, 17-15, 15-12, and 16-14 in tournament play Saturday.

"The UCLA game was more important to us because they're in our region and we wanted to maintain the number one ranking in our region," said Michaelis. "It was a very well-played match by both teams. In fact, they (UCLA) outplayed us in every stat but the final score. Both teams played good side-out volleyball which is what you have to do at this level," Michaelis stated.

Junior outside hitter Jill Sanders Plumb led the Cougars with 28 kills, .323 hitting, and seven digs. Duncan added 16 kills, eight blocks and six service aces. Salmi added 66 assists to the Cougar win averaging 16.5 per game.

BYU continues play with their conference opener against sixth-ranked Colorado State on Friday night in the Richards Building. They will also host Wyoming Saturday night in the Marriott Center.



Universe photo by Peggy Jellinghausen

BYU basketball player Mike Smith sets the ball in Friday night's game against the BYU men's volleyball team.

iants, Twins victorious

OM E. NORMAN
erse Sports Writer

a Sunday with a choice of major e baseball or scab football, the hat watched the baseball games treated to one series that looks down to seven games and an-, a big upset, that could end in

the National League side, little-n Joe Price pitched five innings e-hit ball to lead the San Fran-Giants over the St. Louis Cardi-3-3. The win gave the Giants a 3-2 in the seven-game series which nes Tuesday in St. Louis.

ading the Giants to the lead in eries, Jeffrey Leonard hit a home n each of the first four games, g a record for home runs in four ght games and tying the mark for ies.

. Louis won game three Friday by a 6-5 score, shutting down a -inning comeback try by the Giants that fell one run short. On Saturday, Leonard's home run proved to be the game-winner as the Giants won 4-2.

On the American League side, the Minnesota Twins won a big game in Detroit Sunday, beating the Tigers 5-3 and taking a 3-1 series lead. The Twins, who have won only nine away games since the all-star break, used two home runs and some unfortunate mistakes by Tiger Darrell Evans to take a commanding lead over the favored Tigers.

Evans was picked off third base in the sixth inning, eliminating what would have been the tying run for Detroit. In the seventh, Evans dropped one ground ball and watched another just miss his mitt to give the Twins the two-run winning margin.

The Twins, who finished the regular season as the winningest team in baseball at home, frustrated the Tigers by winning the first two games of the series at home, coming from behind to win both.

In game two, weak-hitting Tim Laudner's second-inning double off ex-BYU Cougar Jack Morris, scored two runs for the Twins, the second proving to be the game-winner. Bert Blyleven pitched 7 1/3 innings for the Twins, holding Detroit to three runs, giving Minnesota the 6-3 victory.

Detroit finally got on track in game three, played in Detroit, knocking-off the Twins 7-6. Pat Sheridan, who is known mainly for his strong arm in right field, hit a two-run, eighth-inning home run to give the Tigers the win. The Twins had come back from a five-run deficit to lead 6-5, almost winning outside of the Metrodome.

The series resumes tonight in Detroit with Doyle Alexander scheduled to pitch for the Tigers and Bert Blyleven for Minnesota.

ow WAC and AP Top 20 teams fared

HE ASSOCIATED PRESS

was a weekend of upsets and games in the Western Athletic erence and the AP Top 20.

yoming and UTEP remain the unbeaten teams in the WAC with ecords after Wyoming came from nd to beat BYU, 29-27 and UTEP ked off defending champions San o State, 34-33 in San Diego.

e Cowboy's win put them in the er's seat in the race for their first C crown since 1976.

yoming has defeated the three s which were regarded as pre-on teams to beat — Air Force, Diego State and BYU.

other league games, Utah rallied efeat Colorado State, 24-23 in Ft. ins and Hawaii outslugged New ico 41-31 in Albuquerque. Air e beat Navy 23-13 at Annapolis non-league contest.

And this is how the Associated Press Top Twenty college football teams fared this week and schedule for Oct. 17:

No. 1 Oklahoma (5-0-0) beat Texas 44-9; at Kansas State.

No. 2 Nebraska (5-0-0) beat Kansas 54-2; at No. 19 Oklahoma State.

No. 3 Miami, Fla. (4-0-0) beat Maryland 46-16; is idle.

No. 4 Notre Dame (3-1-0) lost to Pittsburgh 30-22; at Air Force.

No. 5 Auburn (4-0-1) beat Vanderbilt 48-15; at Georgia Tech.

No. 6 Florida State (5-1-0) beat Southern Mississippi 61-10; vs. Louisville.

No. 7 Louisiana State (5-0-1) beat No. 16 Georgia 26-23; vs. Kentucky.

No. 8 Clemson (5-0-0) beat Virginia 38-21; vs. Duke.

No. 9 Ohio State (3-1-1) lost to Indiana 31-10; at Purdue

No.10 Tennessee (4-0-1) is idle; vs. No. 15 Alabama at Birmingham, Ala.

No.11 UCLA (4-1-0) is idle; vs. Oregon.

No.12 Michigan (3-2-0) lost to Michigan State 17-11; vs. Iowa.

No.13 Arizona State (3-2-0) lost to Washington 27-14; vs. Washington State.

No.14 Penn State (5-1-0) beat Rutgers 35-21; at No. 17 Syracuse.

No.15 Alabama (4-2-0) lost to Memphis State 13-10; vs. No. 10 Tennessee at Birmingham, Ala.

No.16 Georgia (4-2-0) lost to No. 7 Louisiana State 26-23; at Vanderbilt.

No.17 Syracuse (5-0-0) is idle; vs. No. 14 Penn State.

No.18 Florida (4-2-0) beat Fullerton State 65-0; vs. Temple.

No.19 Oklahoma State (5-0-0) beat Colorado 42-17; vs. No. 2 Nebraska.

No.20 Arkansas (4-1-0) beat Texas Tech 31-0; vs. Texas at Little Rock, Ark.

BYU Soccercats raise record to 9-3

By SCOTT WILLIAMS
Universe Sports Writer

The BYU Soccercats extended their record to 9-3 over the weekend by defeating Idaho State and Boise State at Haws Field.

Friday night's game found the Cougars fighting the Bengals of Idaho State. The game had just begin when BYU senior Corey Findlay scored what would be his first of three consecutive goals.

The Soccercats went on to defeat the Bengals 6-0 before what BYU Coach Jim Dusara called "a nice Homecoming crowd."

Saturday afternoon's game had similar results as Friday's game. The Soccercats mauled the Boise State Broncos 7-0.

Five different Cougars knocked the ball into the Bronco's net.

The Soccercats posted their eighth shutout of the season.

Dusara said he is pleased with the team's 9-3 record. He said the key to the good record this year is the team's unity.

He also commented that the team members are developing their skills, and that has led to better production on the team.

Findlay said the team's depth is superior, and it has contributed to their success.

For research study, the Health Center needs male and/or female patients who have developed acute diarrhea within the previous 48 hours. You must be over 18 years of age..

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* Chronic bowel disease.

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Intramural Sporting News

sponsored by: asbyu ATHLETICS OFFICE — Comfort Inn 374-6020 Provo — SUBWAY Sandwiches & Salads
1474 N. 200 W. Provo (by Reams)
1218 N. 900 E. (by the law building)

History

Intramurals began as part of the P.E. dept. in the early 1900's, when BYU was still Brigham Young Academy. The men's and women's programs were started and maintained separately. The first intramurals competitions were P.E. class against P.E. class, and the early men's sports consisted of basketball, baseball, tennis, wrestling, and track and field. The first women's sports were tennis and basketball.

Surprisingly, intramurals included boxing from 1954 to 1964. The school sponsored "Fight Night" once a week.

For the women, the first sport added was touch football. According to the history, it was started in the 1920's "to familiarize the girls with the game of football."

By 1959 the intramural enrollment was over 7,000 students. In the 1965-66 school year there were over 14,000 participants. The number of participants in the early seventies was 22,000, over twice as many people than this semester.

Sportsmanship

Intramural sports means different things to different people. However, the one unifying aspect is sportsmanship. In order to improve competitive deportment, the intramurals department introduced a sportmanship point system. After each game the teams are ranked from 1-5 on sportsmanship. Twenty points are required for eligibility in tournament play.

You Make the Call

A quarterback throws the ball 20 yards down field. The receiver laterals the ball to a teammate who then throws the ball back across the line of scrimmage to the quarterback. Can the quarterback throw a second downfield pass?

The answer follows in the Official Call section.

From the Intramural Office

One of the things Intramurals has noticed is teams not showing up for their games. This causes problems for the office and the other teams that show up to play. Contact the office if you can't make it to your game. It will be counted as an excused loss. Remember your team is allowed only one excused loss.

Fall Football Classic

There are slots remaining in the ASBYU Athletics Office flag football tournament. Interested teams should sign up in the Business Office at 327 ELWC. The tournament begins at noon October 17; each team is guaranteed two games. The fee is ten dollars. In addition, we need volunteers to work during the tournament. Interested people should sign up in the Athletics Office at 445 ELWC. Volunteers will get an official's shirt.

SPORT SHORTS

Women's flag football team the Lucky Charms, won their game last week without letting the other team score. The final score was 29-0. The Tubors beat their opponent to remain undefeated and have only one touchdown scored against them this season.

In 2A flag football the Court Jesters lost to the Thrushing Doves by twenty points, with a final score of 26-6. The Gams beat Phlegm 22-0, while Blood won their game against Club 124, 25-6. Lugnuts lost to the 111th Ward with a score of 12-6.

In another 2A game both the 84th and the 97th Wards won their game because the game ended scoreless. "In the event of a tie game, both teams are awarded a win," said Grant Needham, a game official.

The Official Call

Yes. In BYU rules a team can throw an infinite number of forward passes as long as they are from behind the line of scrimmage.

Comfort Inn Team of the Week

The #1 ranked 4A men's football team, "Ginch" is undefeated this year. They are looking to capture the intramural crown.

Subway Players of the Week

Nancy Webber, of the ultimate frisbee team, the Hackers, displayed 'awesome' athletic ability by making several unbelievable diving catches for touchdowns.

Jammers quarterback, **Ken Glenn**, scored a couple of times in their game against Kick-in-the-head, where Jammers won 32-6.

Greg Scholar and **Sean Morrison** of Angus, and **Rick Reynolds** of Home Boys, caught the three-in-a-row interceptions in their game that Angus won, 18-7.

The quarterback for Over 65, **Todd Pennington**, who recently returned from foot surgery and can't run. He passed his team to a 35-8 victory.

The smallest member of Tubor, **Inger Bennion**, for her skill in women's flag football.

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Every effort will be made to protect our readers from deception, but advertising appearing in the *Daily Universe* does not indicate approval by or sanction of the University or the Church.

Read your ad carefully before placing it. Due to mechanical operation it is impossible to correct or cancel an ad until it has appeared one time.

Advertisers are expected to check the first insertion. In event of error, notify our Classified Department by 11:00 a.m. the first day ad runs wrong. We cannot be responsible for any errors after the first day. No credit will be made after that time.

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10 Sales Help Wanted
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1 day, 2 lines	3.16
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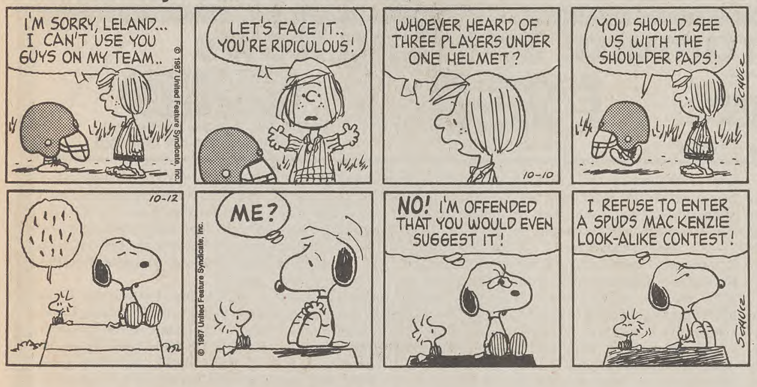
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SCHULZ
10-12
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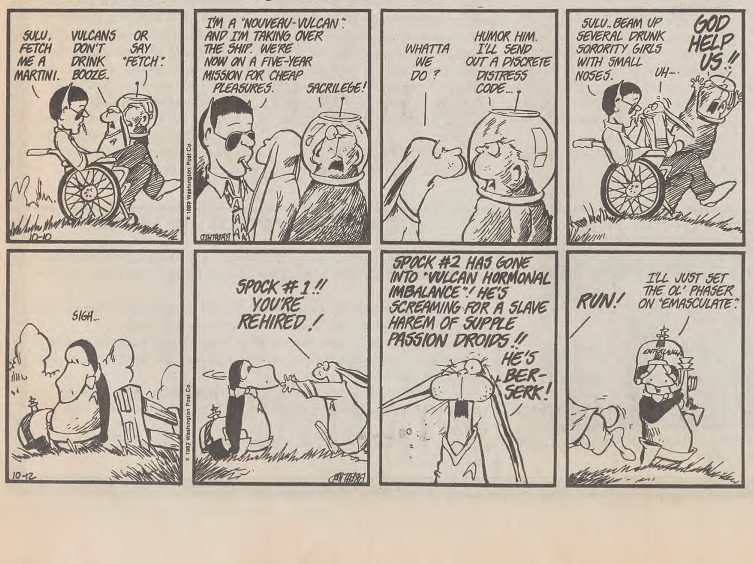
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UH--
GOD HELP US!!
SIGH...
10-12
SPOCK #1!! YOU'RE REHIRED!
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This is not a writing contest, sincerity outweighs style.

Please send your 1-3 page typed submissions to Marc Garrison, PO Box 1096, Orem, UT 84057 by November 1. Humorous, anecdotical & spiritual experiences you had in preparing, serving & returning from your mission are requested.

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Classified ads work! 378-2897.

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07- Domestic help, Out of State

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NANNY NEEDED in suburban Mass, to care for 3 children 9,10,13 also lgt hskng. Must be nuturing, mature & responsible. $180/wk. Start aprox mid Nov. Call coll 617-393-9237 eves.

CHILDCARE/LT HSKG in San Diego. 14 mo old girl & 5 yr old girl (in school) salary negot. 1 yr commit. Drivers lecense req. Non-smoker, references needed. Call Coll (619)549-8987 eves.

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LPN/RN P-T, on call pos avail. Med/surg, Peds $10.20 entry fee for RN's, $6.30 entry on LPN's. Credit for previous exp, shift & wkend differential. Excel benefits. Mnt View Hospital. Payson, Ut (801)465-9201, ext 106. EOE.

TELEMARKETING ASSOC. Enthusiastic, good phone personality, dependable. Excellent environment & income. If interested in applying, call Steve or Mark at 225-9000.

ENTHUSIASTIC carpet cleaners wanted. Pt-time morns & full time . 375-7000 Bef 5pm.

INTELLIGENT, RESPONSIBLE, flexible individuals to conduct telephone surveys nationwide for a well known National Research Firm. No sales involved. Day time or evening & wkend shifts. 20-40 hrs/wk starting $3.75/hr w/increase in 30 days. Apply at the Wirthlin Group 1999 N Columbia Ln, Provo, EOE.

WE NEED ROOFER & license electrician. Good pay for experience person. Call 1-225-6680.

STUART-JAMES CO, a nat'l invest banking firm, seeks indiv for its broker & training prog. Jerry Peck 1-488-2400; 1-800-334-7921.

COORDINATOR COUNSELOR $1000/mo pt, $2400+/mo ft. Provide counseling to adolescents, group, & indiv personel supervision & administrative duties for Utah County area. Exp prefer + MSW, MS, PHD/Psycology or related degree. Req excel comm & organizational skills. Will consider BS working on advance degree. Local res & community knowledge preferred. Starting pt increase to ft. Salary based on qualifications & services provided. Call for further info 562-0270 M-F 9-5. Resume & ref requested.

BABYSITTING ~~in my~~ home, crafts, snacks & learning fun, $1.25/hr, Call 374-6410.

MAKEUP ARTIST needed to do makeovers, License Req. Pay neg, Elizabeth 373-4111.

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NOW HIRING
Full & part time positions avail for day, night & weekend shifts. Apply at 1444 S State, Orem.

WILL TRAIN
Several Immediate openings to fill customer service, distribution, management training. Full or pt-time openings. Starting pay $600-1000/mo 225-4224.

8- Help Wanted

PART-TIME WORK - FULL TIME PAY.
We are taking applications from students w
can work evns & sat 4-5hrs/day openings w/ va
ous functions $600/mo starting period. No ex
373-0500.

10- Sales Help Wanted

EARN CASH DAILY $10-$20/hr. Uniq
Product- No Competition! 377-0479.

HELP! I need sales Rep for DJ Bus. Must
willing to work w/ people. Mike 377-0136.

BE YOUR OWN BOSS- insurance represen
tive, will train, send inquiries to Financial S
vices P.O. Box 394, Nephi Utah 84648.

14- Contracts For Sale

HINCKLEY HALL CONTRACT for sale for w
ter sem. Contact Todd Herget at 378-9145.

LUXURY SILVER SHADOWS Townhouse-
rm, next to Brandbury. Trouble Free 377-790

GIRLS- STONEBRIDGE 11 Condo, W/D, D
$120/mo + utils. I pay deposit & last months re
Call Shelia 375-9735.

MUST SELL BY BLOCK Stonebridge II Con
300 N. 151 E. $140 + utils. W/D, micro, 3
3328.

CARRIAGE COVE CONTRACT for sale. C
377-0466; 378-4406. Great ward & roommate

HELAMAN HALLS CONTRACTS (CHIPMA
MUST SELL before block contract rm 122

DESERT TOWERS T-HALL ASAP, cont
Shannon 378-8549 anytime.

HERITAGE HALL , 3 spaces, ASAP, conta
Mary or Lisa 378-0862.

GIRLS CONTRACT- $115/mo + utils, pool, m
3 gt rmmts, 1 1/2 blks to Y. Lori 377-2829.

GIRLS Carriage Cove Contract for sale. Gr
ward & location. Call 377-0881.

15- Condos

MORNINGSIDE (NEW)
Why **RENT** when you can **OWN** for less?
$2000 down, mo. pmt. Just $366. (1st pmt
due til Dec.)Short term owner financed @ 8%
bdrm, 1 bath, covered prk, new GE dshws
fridge, oven/range, AC, Plus MAYTAG w
dryer. Move in tomorrow. 3 units left. 373-773

BEST PRICE Brownstone Condo. micro, DW
baths, $110/mo all utils pd. 377-7902.

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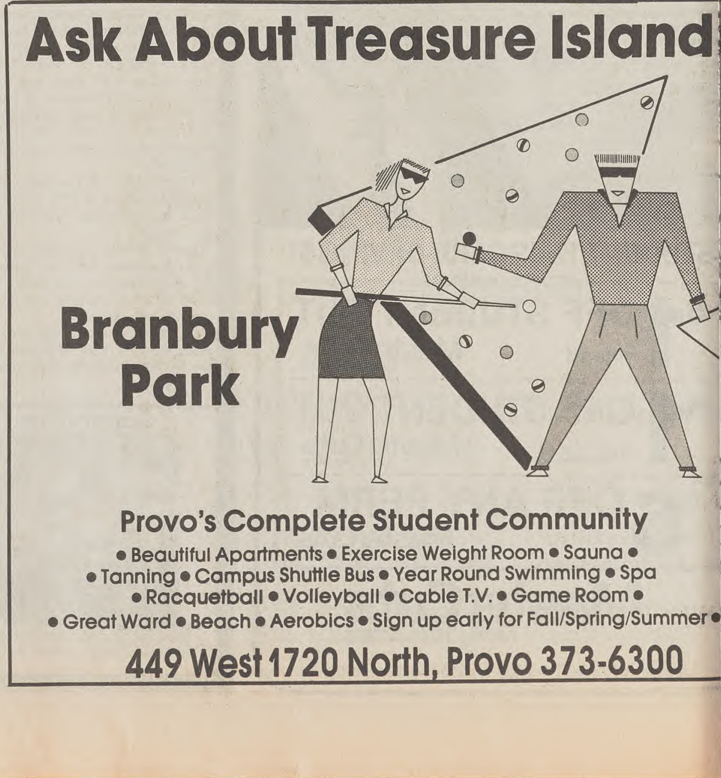
377-8818
coupon expires Oct. 31, 1987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ondominiums

YOU'RE IN PROVO check out Victoria Condo's. Close to campus. FHA as- e financing avail w/ low down pay- all Dave 225-7539 or Century 21 Harmon 224-2010.

BRIDGE 11, 3 Bdrm Condo for girls, o. Please call 756-2438.

nfurn Apts for Rent

M, W/D hk-ups, Clean, New Paint, $235/ lec & gas. Trouble Free 377- 7902.

ARPETS & PAINTING! 2 bdrm apt, W/D lg fenced in yd, close to BYU and mall. vail Oct 1. 1583 S 800 E Orem. 226-0598 5595

M NEAR MALL, $225/mo, avail 10/6. Call ft 6pm. 1-943-7435, Bob/Leslie.

ES Free apt w/utils in exch for elderly kpg & ckg. 224-2056, 225- 4782 aft 4.

M bsmt apt. $160/mo inclds light & gas. 20 evenings.

M UNFURN, W/D hk-ups, Scott Rapier, 24. Call aft 3.

ES IN PROVO, Clean 2 bdrm, W/D hk- tside storage, DW, Earth tome carpets, o. 224-1610.

rnished Apts For Rent

MONSON APARTMENTS acancies Fall/Win. Single $120, dble $90 Inclds micro 373- 6811. 345 E 500 N

F/W Rent $115 inclds utils. 2 bdrm-4 girls ry & cable. Anita Apts 41 E. 400 N. #5 19 BYU approved.

LE PLACE, 1 month free rent, Men o. F/W. Only 2 blks to campus, AC, Cbl ro, 3 bdrm, 2 bth. 737 E. 700 N. 224-1340 3098.

NG FOR 1 GIRL, Avail Oct 11, own room, mile north of BYU, $125 +, 373-0853.

DRM in 3 bdrm Apt. Frplc, pool, micro, wly remodled $150 + gas & lights. Con- 0521, 374-6354.

RMS avail in 3 bdrm apt. frplc, pool, $125 lights Sandy 375- 0521, 374-6354.

IG- Girls Apts, W/D, Dishes, Silver & Ex- crowave, Pvt- 2 share, 375-5874.

T BDRMS, Mens duplex 2 Vac, micro, D, frplc, $160 + utils, rent neg, 751 N. 1-595-1188 collect.

BDRMS Mens dplx 2 vac, micro, DW, lc, $160 + utils, rent neg. 751 N. 1250 E. 188 coll.

STUDIO APT, laundry room, free cable, + elec. Call 374-8666.

KS FREE RENT. Couples or 2 girls, Nice artly furnished. 332 N. 300 E. $200/mo. 6-6719, 10-5.

APT, Micro, Cbl TV, Garbage Disposal, all shrd rm $110, pvt rm $135, 375-6719. Aft 3-8091

IS SINGLES Townhouse Free Sept Rent ntion of this ad. 224- 7217.

T E. LEE APTS Closest Mens Complex $105 + utils, Group Disc, 4/apt, 2 baths, micro, Laundry, Covered Parking, extra 900 N. 876 E. #8 Call 377-1666.

FOR RENT $110/mo + utils, micro, W/D, all Ron 373-0180.

ES 1 BDRM Apt close to campus. We t. 377-7760. 451 N. 200 E. #2.

NT FREE, men/women, near BYU, mi- DW, Doug 378-6144 or 226- 1469.

OMEN Lrg 2 bdrm, 2 bath, lndry, cbl, yr ool, all utils pd. shared rm $119, pvt rm 74-5533.

WKS RENT, Lovely Silver Shadows girls pvt rm, $135, 596 W 1975 N. Call 9, 10-5.

T $175 + utils, $50 dep, very quiet, by no pets. 174 N 400 W, 374-1485.

SMT APT, Shrd bdrm, 1 opening, 5 blks BYU, $85/mo + util. 375- 4516.

SMT APT, shrd bdrm, 1 opening, 5 blks U, $85/mo + utils.375- 4516.

ENCLAVE OPENING, fully furn, great W/D, DW, micro. $185/mo + utils. Call ayann, 375-3253, 378-3111.

OWNHOUSE, 2 bdrm, 2 1/2 bath, bay study rm, direct carport access, attic refrigerator, MW, W/D, DW, AC, Oak railings. $75,900. Model at 992 N 900 E ll 375-3076 or 374-1160.

WEEKS Rent, Girls pvt rm $135, shrd rm incld, 3 bdrm, 2 bath, near BYU, 57 W Call 375-6719, 10-5. After 6pm call 375-

STUDIO APT laundry room, free cable, + elec. Call 374-8666.

IS CONDO, 1 space avail, 3 floors, large closet, W/D, DW, $110/mo + utils, F/W. ela 373-7636.

N APTS, Single women, $100 +, Free arge rooms, BYU appr. 374- 8158.

QUARTERS, one space for single 45/mo, 226-3306.

pvt bdrm avail, 3 bath, W/D, 1939 N. 840 $165/mo. 375-5865; 375-4049.

VE- girls $185, pvt rm, W/D, cvrd pkg, uzzi, DISCOUNT 375-7962 Dan.

PT, private room, close to campus, W/D, ve, cable TV, built-in desk, $135/mo + 6-6567.

East of Campus, off street pkg, cable TV. 1 serious student or 2. $200/mo, no utils, 377-7756.

ys & girls, The Brittany, nice lrg 2 bdrm ool, sundeck, laundry, lounge w/TV & f street parking, utils pd, $20 dep. 225 E 74-9788, 373-3893.

WKS RENT, boys pvt rm, $100/mo, 620 375-6719, 10-5.

RTER-MEN Spacious near BYU, cbl, D, MW, $115-120; 340 E 600 N 375-

ASTLE-GIRLS Spacious house, piano, lc, DW, W/D, $110/mo, 313 E 400 N, 4.

uples Housing

RENT: Furn 2 bdrm w/laundry & cable. 0 + G/E. Anita Apts 41 E. 400 N. #5, 9. BYU approved.

REMODELED. 1 & 2 bdrm apts avail in le, Orem, & Provo. Unfurn. 489-9101, 4, or 225-5972.

BDRM. $240 + Lights. 170 E. 100 S. o. Main floor, storage, clean, 756-2860.

19- Couples Housing

LRG 3 BDRM, Newly remodeled, micro, DW, Frplc, Pool, Unfurn $350 + utils, Furn $375 + utils, Provo. 375-0521 or 374-6354.

BYU APPROVED, 2 bdrm Apts. New carpets, W/D hk-ups, fncd in play area. Excellent Cond. $215/mo + utils. 373-4606.

1 BEDROOM APT IN PROVO.
SOME FURNITURE CALL 225-0069.

COUPLES Lrg 2 bdrm, 2 bath Apt. all utils pd, cable, yr round pool. Lndry. $295; 374-5533.

$250/MO BUYS YOUR own 3 bdrm mobile home w/yd & carport (inclds space) 377- 7359.

COUPLES 2 Bdrm Apt $295/mo Utils pd. Avail Oct 11, Oct rent $200; 375-6549aft 5pm.

FURN 2 BDRM Condo W/D, Micro, Pvt parking, Close to BYU. $360/mo. 377-3814; 544-5241.

DUPLEX APT 2 bdrm, Exc cond, Unfurn, Good location. Upper Silver Shadows. $260/mo. Call 226-3055 after 5pm.

COUPLES- Furnished 3 bdrm apt, W/D, DW, 1/2 off Oct rent, 1 year contract, 461 E. 100 N. Provo; Call Nancy after 5pm. 373-8490.

COUPLES BASEMENT APT 2 bdrms, fridg, remodeled bathroom, 1 year contract available, 1/2 off rent for Oct. Call Nancy after 5pm. 373-8490; 338 S. 900 E. Provo.

COUPLES 2 BDRM APT in 4 plex. $200/mo + elec. See at 725 E. 600 S. Provo. Call 377-1361 after 5pm or weekends.

A STEAL! Nice clean 4-plex 2 bdrm, unfurn W/D hk-ups, $240/mo, $150 dep, 377- 4114 or 224-6938.

2 WEEKS FREE 2 bdrm, $235/mo + utils, unfurn, storage, W/D hkups, playground, 960 W. 300 S., 377-8771.

UNFURN 2 BDRM near mall, $225/mo.
Call aft 6 pm. 226-7632.

UNFURN 2 BDRM 4-plex close to campus very clean BYU approved W/D hk-ups, $250/mo + utils. See Jody at 455 N 100 W #2 or call bef 5: 377-6056; aft 5: 373-4906. Avail immed.

20- Houses For Rent

NEAR Y, 1 opening in 5 girl furn house, W/D, frplc, $75/mo. 489-8842.

1 BDRM DUPLEX, Provo, appliances, near bus, forced air heat, $185, 224- 6960

3 BDRM DPLX fncd yrd, lg deck w/view, town/cntry setting. No smoking/pets, W/D hk-ups, AC, $450 + maint. 377-0721 Diana bef 8am or aft 7.

NICE 4 BDRM home now avail, 50 S 300 W, Springville 489-9101,489-9104.

21- Single's House Rentals

LRG HOME CLOSE to campus, 3 girls spaces avail, W/D, Frplc, AC, $90-110 + utils, Connie 375-0521 or 374-6354.

LG, SPACIOUS HOME, 2 single women, beautifully furn, W/D, Lots of Storage, Lots of Privacy, yrd. 756-4934, 225-1874.

22- Homes For Sale

MAKE OFFER Well kept energy eff home, 3 bdrm 2 3/4 bath, 2 car garage, pool, Cherry Village. 488 W. Kwanzan Cir 200 S., OREM.

SPRINGVILLE Hillside loc. $500 down & poss 7% fin, 3-4 bdrm, 2 ba, all brick home. $48,000 OBO to HUD. Fusion Realty. 489-7369.

JUST TAKE OVER payment on this 3 bdrm, 1 1/2 bath, Provo house. Call 752-2648 collect.

23- Income Property

BYU APPROVED & Near BYU 8 Bdrm Duplex 15% below App $5,000 down, $200 PCF 374-8222.

28- Sundance Cabin Rentals

PARTIAL OWNERSHIP INTEREST in large, charming, rustic log home, year round stream, owner agent, 225-6287.

30- Pets

AQUARIUMS: 10 gal. $6.99 Western Garden Center, 226-6625; 1145 N. State, Orem.

33- Computer & Video

MACINTOSH 512 K Upgrade- $135; 1 Meg- $169; 2 Meg- $450; SCSI $89; 30 Meg H Disk $699; Turbomax- $1149. 1 Year guaranty. 1-544-2009 Evenings.

DISKS SKC Lifetime quaranteed 5 1/4 DSDD $7.75 for 10pak, $29.75 for 50pak, 3 1/2 in disk $13.75 for 10pak, ONLY at Computer Warehouse 148 S. State Orem, 225-9305.

COMPUTER IBM Compatible 30 Meg/Turbo, 640 K, **FREE MONITOR**, Floppy Drive, 1 year warranty, **(FREE** Enhanced Key Board, Key Lock, Reset Button & Software) Never used, still in box **$995**. 375-5935 Bo, or leave message.

35- Diamonds for Sale

DIAMOND-.58 CT, oval, excel quality, appraised. Make offer. Call 374-9671.

41- CAMERA-PHOTO EQUIPMENT

CAMERA DEAL! Canon-A1 with 50 mm F1.8, 70-210mm F4 zoom w/macro, 28 mm F2.8 Wide-angle, speed lite 155A Auto-Flash, Nice Case, many accessories. $850 Value. Hardly used. Only asking $675. Call Eric 374-5135 or 374-6561.

42- Musical Instruments

PIANOS USED, returned rentals, trade ins, like new. Reduced. Wakefields, 373- 1263.

PIANOS FOR RENT. Excellent for students. Call for low terms. Wakefields. 373- 1263

PIANO RENTALS Free Delivery! Call for the Best Deal in town. Bill Harris Music 224-0466.

PIANOS FOR RENT,
WILLIAMS MUSIC 374-1483.

43- Elec. Appliances

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46- Sporting Goods

SPEND a little, make a lot with Classified ads. Call 378-2897.

46- Sporting Goods

COLEMAN REPAIR & PARTS. Lantern & stove overalls. Factory authorized service. Jerry's Sports 577 N State, Orem. 226-6411.

RACQUET STRINGING: Tennis/Racquet ball. Expert stringing since 1972. Jerry's Sports 577 N State, Orem. 226-6411

48- Bikes & Motorcycles

'83 HONDA V45 Sabre, Lug Rack, Faring, Gr Cond **MUST SELL** $1200 or B.O. **375- 5119.**

52- Mobile homes

3 BEDROOM, 2 BATH, 12 x 60 ft, remodeled throughout, wall paper, new carpets, dishwasher, large covered deck, shed & garden spot, come see! $8500. Call 377- 4363.

54- Travel & Transportation

DRIVING EAST? If you are planning to drive east, pick up a National Car Rental in Salt Lake City & deliver it to any of the cities below. Pay only for the gas you use.
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To qualify phone-
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58- Used Cars

1980 PONTIAC 4 door, good family car, 4 cyl, front wheel drive. $1200; 375- 2852.

TOYOTA STARLET 83 EXCEL Cond Excl Comuter 45 mpg Fuel inject 2dr hatch back. Must see $2900, Shawn 377-8669 or 373-3654.

1977 VW BUG, new dealer installed engine, less than 8,000 mi, sunroof, AM/FM Cassette, power Amp & Equilizer, new battery & brakes, good snow tires. Must sell- going on mission. Reduced to $2,000. 484-5512.

MUST SELL Red '85 Toyota Corolla GTS, 16 Value. Loaded, perfect cond, Dave 756-5000

'83 SUZUKI 650 Tempter, Excel cond, make offer. 375-3537 or 377-6241.

NEWSTIPS 378-3630

FAILURE

Continued from page 5

dle that's acceptable as far as we're concerned.

"If you go broke with a $10,000 a year operation, or you go broke with a $10 million a year operation, there's no difference except for the numbers. The degree of risk is the same."

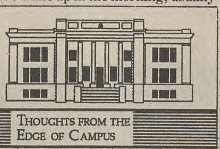
The rewards can be tremendous and the pitfalls can be tremendous. "If you're in for a penny, you're in for a pound," Connor said, quoting his Englishman partner. There's no turning back beyond certain points.

Connor sees entrepreneurs as risk takers; those willing to take a chance. "The bottom line for them isn't job security," he said. "The bottom line for them is profitability."

"But there's nothing wrong with entrepreneurs," said King. "Entrepreneurs are people that have ideas. You have to test the market, and you're not always successful; you're going to have a loser if you do it a while. They're not all winners."

"Besides, it's fun," said Connors. "Where else could you go out, make thousands of cotton candy cones, give them away, get to know a robot personally, spend $6,000 a week in marketing expenses and make no money?"

Learn to say 'no'


THOUGHTS FROM THE EDGE OF CAMPUS

You have probably seen us. In fact, you may even be one of us.

We are the students who are so busy getting everything done that we accomplish nothing of great importance.

We hurry off from one crisis to another. Our lives are always on red alert.

We wake up in the morning, usually after having gone to bed on the same day, hoping that this last-minute paper does not have too many errors in it. There was, after all, not enough time to proofread it.

We approach our classes tentatively, knowing from life-long experience that we are going to be reminded of some forgotten test or assignment that must be done today.

We wonder how we will get it all done, along with the ward meetings, club activities, and social gatherings already scheduled for the day.

"After all, it's important to be well rounded," we rationalize. We might say, we were already committed to do the other activities before this came up.

So we pat ourselves on our collective backs and admire our ability to juggle such a busy schedule.

Like dessert, the most important activities are saved for last and we go through the semester undernourished.

For all our activity in acting like a student, we never really become one, and that is our problem. The semester becomes our nemesis, and we race to the end of it hoping that, despite infrequent poor meals and lack of sleep, our health will be sufficiently intact for us to handle finals.

For many of us, finals are the "final" blow and we spend the semester break in bed, regaining our health and preparing for our next confrontation.

What is our problem? We fail to say "no." By doing so, we freely allow others to make our decisions for us.

Nietzsche would argue that this is the way it should be. Some are the "supermen" and to them is given the power to decide the fate of the rest.

We must remember that it was a warped version of this philosophy that guided Nazi Germany.

We must be willing to determine our own course of action and refuse the temptation to go along with the crowd.

All of us have the responsibility to insure that our time is managed wisely.

What causes us to yield up our time to trivial pursuits? Do we really feel that they are as important as we say they are? Or do we do them because they are proximate popular activities?

It is often too easy to commit to do something for someone if we want to be popular with that person.

This is not just limited to friends. Ward leaders and professors often cause us to get involved in something that we may not have the time for.

The upcoming ward social is important, but does it really require the sacrifice of our history grade for it to be successful?

It is necessary to relax every so often and get our bearings, but does it need to be a daily ritual to end our studies as soon as something more immediately enticing, like playing "Pictionary," comes up?

So what is the solution? How can we avoid being thrown from one crisis to another?

By simply saying "no" to the proximate popular activities around us and by saying "yes" to the opportunities and important activities that come up.

The more time spent doing things because they are popular, the less time we have to devote to real opportunities.

The answer to bringing the semester under control is to say "no" to activities that seem urgent but are not really important to our mission in life.

This allows us to say "yes" to those activities that are true opportunities. By doing this, the number of crises with which we must deal will diminish, and we will find ourselves in control.

More of our effort can then go toward actually learning our subjects instead of simply becoming exposed to them. We will become good at being students.

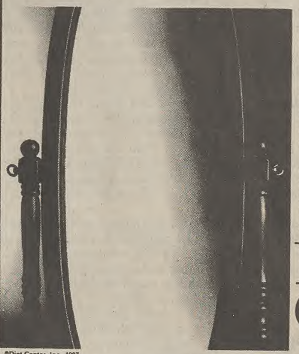
There will still be time to do other pleasant things, but they will be the dessert and not the main course of learning.

We will then be the individuals who confidently walk to class ready to hand in papers of printable quality, after having had a full night's rest.

And, we will then be among those few students who have mastered the art of saying "no."

F. Chris Austin

"I was afraid to look in the mirror."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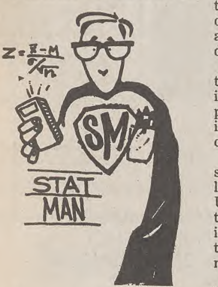
The Dabbling Duo reports: Reading days used for study

The Dabbling Duo welcomes all the students back for Fall Semester. Some of you who read Statman last year may have been wondering if Statman would return for Fall Semester. Well, the answer is a big ABSOLUTELY!

Last year Statman did his sampling from the campus student directory. Since the new student directory won't be issued for a while, Statman had to find a new way to sample students — thus the delay.

Dean Robert Spencer and his staff at USI Computer Support deserve a big Stat thanks for their (statistically significant) help. And now, the drama continues…



"Well, folks, let's send Robot out to the mail box to see what the first topic will be this semester."

"Hey, Statman, one of the important guys on campus sent us something."

"Really? Someone from CDU.?"

"Well, let's just say that when people address him, they use the title 'dean.' Here's what it says:"

"Dear Statman and Robot, I have a question which, if studied, would benefit the administration and interest the students as well.

"At the end of each semester, a few reading days have been set aside to review for finals. Some say that students use the days for anything but study.

"What I would like to know is how students use this time and how they feel this time affects their final grades.

"Also, I would like to find out if students feel that they have enough reading days to adequately prepare for their finals. Thank you for your help."

"Well, Statman, how does that sound for the first one of the semester?"

"Sounds great! It also sounds like it contains the underlying question: 'Are BYU administrators fooling themselves?'

"We will need to do a small pilot study to find out the top few responses to this question: 'How do you use reading days?' Otherwise, we'll get too large a range of answers to analyze. This will also prevent personal bias from entering the data from our interpretation of their answers. Come Robot, to the Statcave!"

Stat-hours tick by…

"Well, Robot, that's it for the pilot study. Compile the results and report what the top few categories are."

"Jeepers, Statman, that was an easy one, the top categories are (not in any ranked order): 1. General maintenance (cleaning, washing the car, moving out, etc.) 2. Study 3. Study and play 4. Play."

"Robot, I think we should add another category just in case some feel that they don't fit into one of these categories. Let's get back on the Statphones and get on with the real study."

More Stat hours tick by…

"Holy utilization, Statman, students are using their time to study. Forty-three percent said that their time was used for both study and play.

Fifteen percent expressed that they were in the 'other' category. Most of those who classified themselves as 'other' described themselves as falling into a group that could be named 'study/general maintenance.'

"Three percent of the students fell into each of the categories 'general maintenance' and 'play."

"I also have the information compiled on two other questions. When asked if the allotted time was enough, 68 percent of the students thought that it was about right.

"Thirty percent felt that the allocated time was insufficient to properly prepare for finals. Only two percent said there were too many reading days.

"When asked about reading days' effect on grades, 95 percent said that they positively influenced their performance. Four percent contended that they made no difference, and less than one percent indicated that they negatively influenced their effectiveness."

"On the last question, where people rated themselves on a scale from one to 10, 10 being serious-studying and one being serious-partying, the average rating was 7.28 with a standard deviation of 1.87.

"So, it looks like students are for the most part studying during reading days. However, during the polling, many indicated that the playing they did do was to relax and blow off steam."

Tune in next week, same statday, same statpaper, for thrilling subjects like newspaper ratings (The Daily Univers vs. The Student Review), teachers accepting dot matrix printing or not, capital punishment, and the continuing adventures in Statman's dating digest.

If you have things you want to know but were afraid to ask, or if you feel insecure because everyone tells you that you're wrong and you want to statistically put it in their face, or if you just have a question only Statman can answer, write it down and send it to STATMAN, Box 62 TMCB. What can it hurt? Campus mail if free.

Indian troops kill rebels

COLOMBO, Sri Lanka (AP) — Indian troops, using heavy artillery and mortars, killed up to 120 Tamil rebels during a weekend offensive on the Jaffna Peninsula, Sri Lankan officials said Sunday.

Fifteen Indian soldiers were also killed in the fighting, according to Indian officials and news reports.

Tamil rebels, seeking to establish an independent nation for their ethnic minority, have been blamed for the deaths of more than 200 people in the past week. Most of those killed were civilians from the Sinhalese community, the majority ethnic group that controls Sri Lanka's government and military.

About 15,000 Indian soldiers have been sent to nearby Sri Lanka in an attempt to disarm the rebels and enforce a July 29 peace plan signed by the Indian and Sri Lankan governments.

A curfew was imposed on Jaffna Peninsula, about 185 miles north of Colombo, during the Indian offensive.

The Sri Lankan military command said 120 rebels were killed in the fighting, throughout the peninsula.

Indian High Commissioner J.N. Dixit said Sunday night he did not know the exact number of casulties.

Avoid rip-off by reading and comparin

OMBUDSMAN

Dear Ombudsman,

Do you have any advice to help prevent consumer rip-offs? As a student, I worry about being victimized as a consumer.

Sincerely,
Victimized in Provo

Dear Victimized,

Beware of the fine print when signing contracts.

Compare prices before buying, and be wary of deals which seem too good to be true.

Most consumer problems are caused when people sign contracts without fully reading or understanding them.

Never sign a contract for anything unless you have read it thoroughly and are sure that you understand and can abide by the agreement.

There may be a grace period to cancel a contract, but not always. The consumer should find out about this before signing.

Some people get burned on large purchases such as a car, because they think that there is a grace period, and often there is not.

Generally, if a contract is signed to a businessman who came unsolicited to the buyer's home and is for more then $25, by law, it can be cancelled within three days.

If a deal sounds too good to be true it usually is. Consumers should investigate before buying.

A good idea is to check out door-to-door salesman and charity seekers with the Better Business Bureau before acting.

It is wise to investigate, and often to avoid, get rich quick schemes as well.

Finally, when shopping, especially for major purchases such as a diamond it is a good idea to take your time and price compare.

If you run into any consumer or contract disputes, it is important to give yourself plenty of time to iron them out.

The Ombudsman Office is here to help, but many things can't be done at the last minute.

Remember, read the fine print, compare prices, and be wary of deals that are too good to be true. By following these three basic steps many consumer problems can be avoided.

Paul Carpenter

The Ombudsman Office welcomes questions from the BYU community to be answered in this column.

If you have any questions, se
letter to: BYU Ombudsman Of
447 ELWC.

All letters must be typed, dou
spaced and less than one page l
Name, social security number, l
telephone number and local add
must acompany all letters. The
budsman Office reserves the rig
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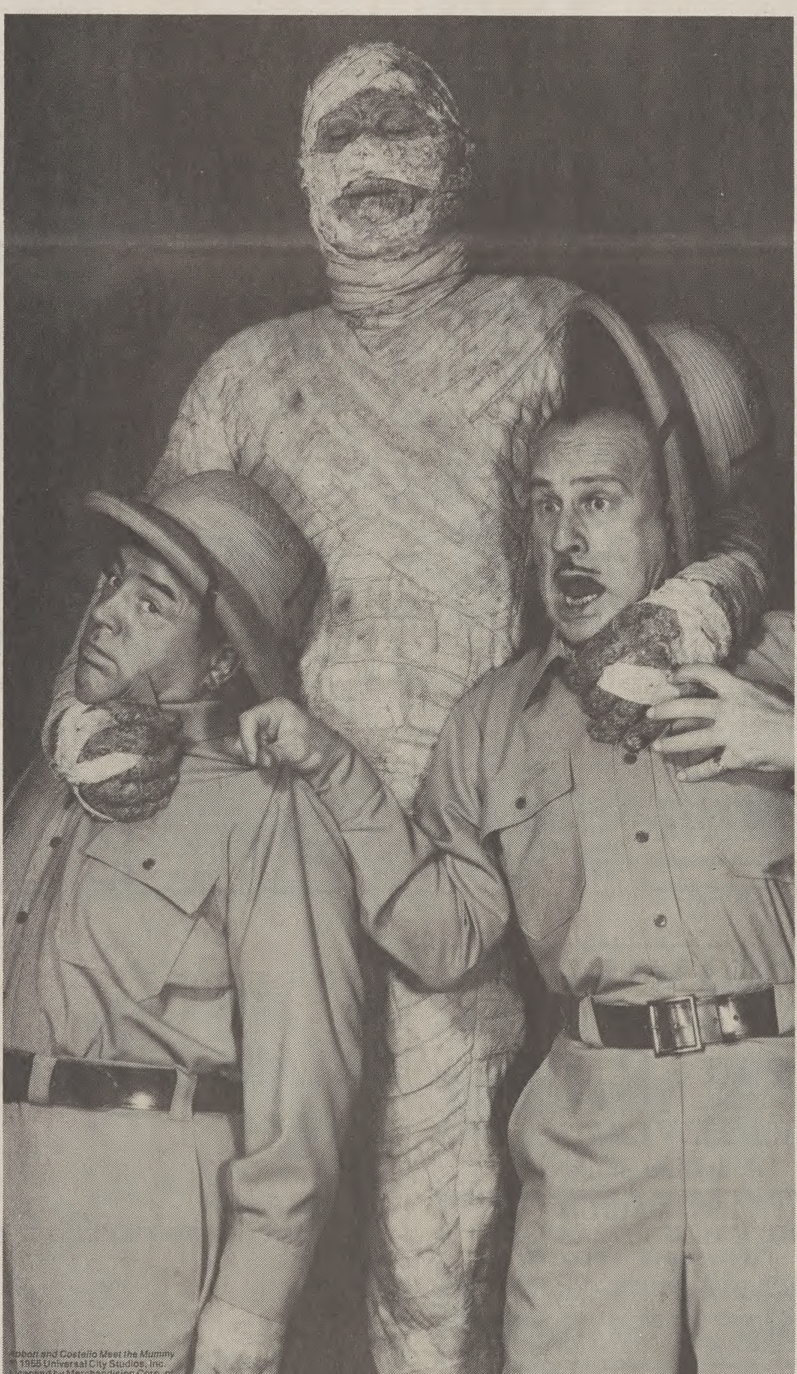
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